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UNITED STATES DEPARTMENT OF COMMERCE

Daniel C. Roper, Secretary

BUREAU OF THE CENSUS

William L. Austin, Director

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CENSUS OF BUSINESS: 1935

INTRA-CITY BUSINESS CENSUS STATISTICS
FOR
PHILADELPHIA, PENNSYLVANIA



MAY, 1937

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CENSUS OF BUSINESS

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INTRA-CITY BUSINESS CENSUS STATISTICS

FOR

PHILADELPHIA, PENNSYLVANIA

Prepared under the
Supervision of
Malcolm J. Proudfoot
Research Geographer

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INTRA-CITY BUSINESS CENSUS STATISTICS

FOR

PHILADELPHIA, PENNSYLVANIA

Introduction

Since the inception of periodic Censuses of Business there has been a growing realization that, for the larger cities of the United States, intra-city statistics are needed as a refinement for city-wide publications. In recognition of this need, with the cost of tabulations borne by local city agencies, a few Business Census publications have been made using city wards and census tracts. Although statistics by these areas only partially fulfill the most general need for intra-city business data, such tabulations continue to be requested.

Experimental work conducted during the past year has thrown much light on the problem of providing intra-city business statistics. Experiments have revealed that the retail structures of cities of less than 250,000 inhabitants, for the most part, are centralized to such a degree that, aside from a few scattered outlying business streets and isolated stores, there is little business done outside the central business district. Therefore, the focus of this experimentation was on the thirty-seven principal cities of the United States, cities the retail structure of which are characterized by a high degree of decentralization.

In attempting to evolve a tenable method for establishing intra-city business areas for the principal cities, experiments were based on the Business Census schedules of Chicago, Philadelphia, Cleveland, and Atlanta. These cities, it was assumed, possessed a suitable gradation in population and therefore should represent an adequate sample of the business conditions of principal cities. The intra-city statistics herein presented are for the City of Philadelphia. Since the central headquarters for the 1935 Census of Business was in Philadelphia, it was logical to choose this city for experimental work. This decision facilitated a field check of all statistical and cartographic conclusions.

City Retail Structure

During the past decade a number of research investigations have revealed many valuable facts concerning the localization of individual retail stores and the composite retail structure of cities. The preeminent fact evident to all is the extremely heterogeneous character of store location, which fact casts doubt on all but the most general classifications of city retail structure. Research conducted by the Census, and substantiated by other investigators in the field, has indicated: (1) that city retail structure, for the most part, may be classified into five principal types; and (2) that volume of sales provides the single best index for classifying city retail structure. This latter hypothesis has result from a study of variables affecting the localization of retail outlets. This study has cast doubt on the single or combined use of the criteria of store-size, store street-frontage occupance, and store appearance; pedestrian, mass, and vehicular traffic counts; rental and land value data; and the proximity of resident population of a high or low income class.

The five major types of retail structure which experimentation and field study have shown to be possessed in common by the principal cities: are (1) the central business district; (2) the outlying business center; (3) the principal business thoroughfare; (4) the neighborhood business street; and (5) the isolated store cluster. These structural types are distinguished by the volume of sales of their business establishments; by the kinds of commodities sold; by the spacial concentration or scatter of their outlets; and by the extent and character of their customer tributary areas. A typical distribution of each of these five structural types is illustrated by Philadelphia, Pennsylvania (Fig. 1).

The central business district is the retail heart of each city. Here, individually and collectively, retail stores do a greater volume of business per unit area than elsewhere within the city. This areal concentration is manifested by the use of multi-storied buildings of which retail stores, for the most part, occupy choice street level frontage, service establishments are concentrated into upper story offices, and residential occupance is restricted to scattered hotels. Retail occupance is characterized by large department stores, numerous women's and men's clothing stores, furniture stores, shoe stores, jewelry stores and similar outlets selling shopping goods. Likewise, though of subordinate importance, there are numerous drug stores, tobacco stores, restaurants, and other stores selling convenience goods. This district draws customers from all parts of the city proper and from outlying suburbs and nearby incorporated towns. Many people, besides being customers, are likewise employed in the various commercial and service occupations which constitute the complex of human activity within this district. To serve this movement of purchasing and working population to and from residential areas, all modes of intra-city transportation are focused here. This district, therefore, experiences extreme traffic congestion during the workday and more particularly during the morning and late afternoon "rush hours". The personal inconvenience of this congestion, and the commutation-cost of time and money have all favored the development of the outlying business center, catering to the shopping goods wants of outlying population.

The outlying business center represents, in miniature, the same type of retail structure characterizing the central business district. The center possesses a marked areal concentration where closely spaced retail stores do a volume of business exceeded only by those of the central district. Here, for the most part, are found shopping goods outlets such as women's and men's clothing stores, furniture stores, shoe stores, jewelry stores, one or more large department stores and an admixture of convenience goods stores. Although individual outlying business centers do not draw customers from all parts of the city, they frequently attract them from long distances. Since these centers depend on customers drawn from wide areas, they all have developed at focal points of intra-city transportation where pedestrian traffic is increased by passengers of mass and vehicular conveyance.

The principal business thoroughfare is characterized by the co-existence of two related attributes. It is both a business street and a traffic artery. As a business street it possesses large, widely-spaced shopping and convenience goods stores. As a traffic artery it carries a heavy density of mass and vehicular traffic. This dense traffic primarily results from attractive forces exerted on residential population by the central business district or by some outlying business center. Although stores of this structural type cater to, and are primarily dependent on customers derived from this dense traffic, their presence has little counter effect on the density of this traffic. Offering the special inducement of ample curb-side parking space, these stores manage to thrive by attracting customers from a small fraction of the passengers of this intercommunity traffic.

The neighborhood business street is primarily of neighborhood significance. It draws customers, almost without exception, from within easy walking distances. This structural type consists of more or less continuous rows of grocery stores, meat markets, fruit and vegetable stores, drug stores, and other convenience goods outlets, interrupted by a minor admixture of shopping goods stores. These streets extend throughout the residential portions of the city. They either take the form of a more or less regular network following the principal mass transportation and trucking routes which are undesirable for residential purposes, are extensions to outlying business centers, or are isolated from other retail structures.

The isolated store cluster is the final and individually the least significant type of retail structure. These clusters usually comprise two or more complementary rather than competitive convenience goods stores. Thus there may be a drug store, a grocery store, a meat market, a fruit and vegetable store, a delicatessen and possibly a small lunch room grouped together at a minor street intersection. These stores usually supply a large portion of the immediate convenience goods wants of residential families located within a easy walking distance. Frequently these store clusters develop in sparsely settled fringes of the urban area, but in many instances they are found within densely populated

residential areas, restricted, by the chance of occupance or by zoning regulations, to a scant block or even a city lot.

Finally, although they do not constitute a distinct structural type, it should be mentioned that within any of the principal cities there are numerous instances of single isolated retail stores. Of these the corner drug store, the grocery store, and the delicatessen are the most numerous, although individually, they do a small volume of business. Other less numerous outlets, such as milk distributors, coal and lumber yards, mail order houses and the retail stores of mail order houses, as a rule, do a large volume of business. It is the heterogeneous character of these stores, their relative unimportance when taken in aggregate, and in many instances, their unusual function (such as a milk distributor serving a wide area with house to house wagon delivery), which supports the conclusion that they should not be classified as a distinct structural type.

Intra-City Business Areas

The general problem of intra-city analysis is time honored. In the field of population much has been done to provide a solution. To date, in the United States, some fifty principal cities have been divided into Census Tracts. These tracts form permanent statistical units for intra-city analysis of present population conditions and of population trends. These tracts, for the most part, are relatively homogeneous residential areas possessing from 3,000 to 8,000 inhabitants, which were established by local city groups, and which were checked by the Bureau of the Census, both as to their boundaries and their total population.

In spite of continued requests for Business Census statistics by wards and census tracts, investigation has shown that such intra-city data are ill-adapted for any but the most general analyses. Wards, as business areas, were eliminated by the impermanence of their boundaries, rendering their use impractical for business trend studies. Business statistics by individual census tracts have been requested so frequently that, as a preliminary to any investigation, their utility needed to be determined. In evaluating this and other methods whereby permanent intra-city business areas might be established, it was necessary to ascertain if they could be satisfactorily employed in delimiting the five principal types of city retail structure.

The use of individual census tracts as intra-city business areas produced unsatisfactory results. By plotting the volume of sales and number of outlets for each block on the tract maps of Chicago, Philadelphia, Cleveland, and Atlanta, it was possible to observe their retail structures in relation to tract boundaries. This revealed a number of census tracts containing no retail stores and many more con-

taining so few outlets that the danger of disclosure would have made publication impossible. Furthermore, census tracts, in a majority of cases, had business street boundaries. Business streets, though logical boundaries between residential areas, were considered illogical boundaries for areas to be used for intra-city business analysis. For such analysis, business streets represent the most important statistical unit and, by using individual census tracts, such business streets would become haphazardly severed. The data of one severed portion would be lumped with possibly two or three additional portions severed from other business streets. Tabulations for such areas would result in a statistical hodgepodge. Finally, it was necessary to consider the illogical result, had business data for the central business district of an outlying business center been divided among as many as twenty, or even five, census tracts. Such findings forced the conclusion that, used individually, census tracts are entirely unsuited for intra-city business analysis.

A second method, that of establishing business areas by combining census tracts, was investigated. Obviously, this method overcame the objection of illegal disclosure. It had been assumed by many that, in this way, tenable correlations could be drawn between population and retail trade. Even a cursory examination of the facts threw doubt on any blanket acceptance of this assumption. The daytime habits of city population were known to be characterized by extreme mobility. Transportation by auto, street car, motor coach, elevated, subway, and suburban railroad had made possible stupendous mobility of population. A distinction needed to be drawn between static city population at overnight rest in dwelling places, and population in motion engaged in the daily activities of city life. This population in motion had been found to indulge in selective buying. Major purchases, such as clothing, automobiles, furniture, and a host of other shopping goods, it was found were obtained where selection was greatest. People travelled long distances to make such purchases in the central business district or in the outlying business centers. These conditions seemed to force the conclusion that there is little correlation between outlying community purchasing power and the number of shopping goods stores found in these communities; and that such correlations as probably exist would be between local resident purchasing power and local convenience goods stores. Therefore, any general assertion of the feasibility of combined census tracts as a basis for correlating population and retail trade needed to be carefully qualified and at best should be applied only to specific commodities.

Besides the probable limited utility of census tract combinations for intra-city business areas in this respect, there were several other objections to this method. Many objections to using individual census tracts also applied here. It was found that the business street boundaries of census tracts rendered impracticable the use of tract combinations to set off the shopping goods stores of the central

business district or the outlying business centers. This procedure combined convenience goods store data from one side of separated neighborhood business streets with the desired shopping goods data, and thereby final tabulations were distorted by the inclusion of data incomparable both in kind and in the sales volume of individual outlets. Furthermore, census tracts, for the most part, were found to be rectangles oriented either north-south or east-west. This shape and orientation proved particularly ill-adapted for the sharp delimitation of outlying business centers that followed diagonal streets. Finally, the long axes of census tracts were frequently at right angles to the principal business streets of either the central business districts or the outlying business centers. Combining these tracts had the effect of including extensive residential sections in an area which should conform closely to a specific concentration of shopping goods outlets.

Based on these negative findings, several positive conclusions were crystallized concerning the requirements of satisfactory intra-city business areas. It was concluded that intra-city business areas should make possible the isolation of each kind of retail structure; that their use should facilitate a large number of desirable statistical combinations of retail data; and that it should be possible to make necessary boundary adjustments to fit important changes in the retail structure of any given city. The method devised appears to fulfill these requirements to a fortuitous degree. This method establishes business areas of three types (herewith likewise illustrated by Philadelphia, Pennsylvania, Fig. 2.). First, closely confined areas for the central business district and outlying business centers were delimited by applying a field tested lower limit of block-frontage-volume-of-sales. For the outer zone of the central business district, and the outlying business centers, a block-frontage lower limit of \$75,000 was used with the requirement of a central nucleus of at least four contiguous blocks of frontage with a volume of sales of over \$100,000 each. For the inner zone of the central business district, a block-frontage lower limit of \$500,000 was used. Second: neighborhood business streets and isolated store clusters, characterized for the most part by average annual store sales of less than \$15,000, were set off into large residentially homogeneous community business areas of combined census tracts. The residential homogeneity of these areas was determined from median rental and house value census statistics, and from other data indicative of community living standards. Finally segments of principal business thoroughfares were set off for separate tabulation so that they did not overlap other areas. These segments were characterized by establishments with an average annual volume of sales of over \$15,000; discontinuous occupancy of street frontage; and by their position facing main traffic thoroughfares.

It was recognized, though not illustrated by this study, that to completely provide for intra-city business analysis, area data should be given for all suburbs and towns contiguous to each principal

city. This conclusion is in harmony with the fact that city population and the retail stores serving that population are practically unaffected by municipal, township, county, or state boundaries. The successful consummation of this objective is handicapped by the absence, or inadequacy, of street-grid base maps for many of the suburbs and towns comprising the greater urban areas of the principal cities. In the case of contiguous municipalities, it probably will be practicable to designate them as separate community business areas and give separate tabulations for their business centers or business thoroughfares, if justified by an analysis of block-frontage-volume-of-sales. As for contiguous unincorporated suburbs, probably the limit of statistical refinement that could be expected would be breakdowns by townships or other minor civil divisions.

A Brief Summary of the Intra-City Retail Trade of

Philadelphia, Pennsylvania

General Conditions

The city of Philadelphia, the third most populous city of the United States, had an aggregate of over 29,000 retail stores operating during 1935. These stores enjoyed a sales volume of more than \$655,000,000 or approximately \$22,000 per establishment. A general concept of the condition of this business is gained by allocating the sales volume of these stores to some nine kinds of business and one miscellaneous group (Table 1). From this tabulation it is to be noted that the food group comprises roughly one-fourth and the general merchandise group another fourth of the total sales volume of the city. When combined, the chief shopping goods groups---automotive, filling stations, general merchandise, apparel, furniture, and lumber-building-hardware---account for over 50 per cent of the sales; whereas, the convenience goods groups---food, restaurants, and drug stores---total only 38 per cent. Finally, it may be noted that the average sales per store of the general merchandise group totals nearly 5 times that of the next largest outlet, namely, those of the automotive group, and over 14 times that of the food stores and filling stations.

The condition of the retail trade of Philadelphia is further revealed when subdivided into the 4 business area types (Table 2). Centralization is here manifested by the sales volume of the central business district, totalling 37 per cent of the city. The commodity needs of the decentralized resident population and the traffic congestion of the central district have favored retail decentralization. This condition is manifested by the presence of outlying business centers, aggregating

over 19 per cent of the total sales and by the community business areas totalling over 40 per cent.

The condition of each of the 4 business area types is shown by Table 3. For the central business district, the following facts are noteworthy: the concentration of large stores with an average annual sales volume of over \$90,000 and the large size of stores in the general merchandise group, averaging over \$2,800,000; the apparent inconsistency of enterprise represented by 18 filling stations with an average annual sales of less than \$17,000, or roughly one-fifth of the average for all establishments; and the dominance of shopping goods stores with sales comprising nearly 74 per cent of the total. As for the outlying business centers, average sales per store have dropped to the \$23,000 level and the largest single outlets are found in the automotive group; the food group has increased its importance to 28 per cent; and shopping goods stores dominate the centers, but with a decreased aggregate of 48 per cent of the total sales. Consistent with the definition of principal business thoroughfares, they are dominated by large automotive establishments averaging over \$118,000 per outlet, and by a general dominance of shopping goods groups with a combined total of 60 per cent. Finally, the community business areas, excluding all other areas, reveal a condition consistent with the definition of neighborhood business streets and isolated store clusters, which they were to enclose. Here convenience goods stores are distinctly in the majority with a numerical total of 66 per cent and a sales total of 55 per cent. The stores of the general merchandise group represent an exception to the prevailing small store-size of these areas, having a high average annual sales volume of over \$65,000.

Finally, the condition of each kind of business as revealed by its distribution among the 4 business area types is shown by Table 4. Briefly, some of the more striking facts may be summarized. Food stores show a primary concentration in the community business areas, where over 81 per cent of their number and 69 per cent of their sales were reported; and a secondary concentration in the outlying business centers, where larger food stores account for 22 per cent of the combined sales. Stores of the automotive group show a more even distribution, are characterized by their large size and importance in the outlying business centers and principal business thoroughfares, and by their small size but large numerical aggregate in the community business areas. Filling stations show a wide dispersion, chiefly located in the community business areas, where 85 per cent of the outlets and 78 per cent of the annual sales were recorded. General merchandise and apparel stores are predominately centralized in the central business district, whereas lumber-building-hardware, restaurants, and drug stores are primarily decentralized throughout the community business areas, with secondary concentrations of their larger outlets in the central business district and the outlying business centers.

The Central Business District

The marked concentration of shopping goods business in the central business district and the large size of its individual outlets has been revealed. An examination of Table 5 shows further that this condition of centralization is even more markedly manifested in the inner zone of the central district. Here, 1,572 stores enjoyed a sales volume of over \$218,000,000; an average of over \$138,000 per outlet, in contrast to an average of \$23,000 in the outer zone. So great is this concentration, really restricted to several dozen blocks, that these stores of the inner zone accounted for one-third of the combined retail sales of the city.

The condition of the inner and outer zones of the central business district, as these are subdivided by kinds of business, is shown by Table 6. In harmony with large store-size and concentration of business, the inner zone is dominated by shopping goods stores with a combined sales volume of approximately 78 per cent of the total. This group is almost wholly composed of very large general merchandise and apparel stores, accounting for nearly 74 per cent of the sales total. As for the outer zone, its peripheral character is manifested by the distinctly subordinate position of the general merchandise group and the apparel group. Here the proportion of shopping goods stores sales, in spite of an increase to 13 per cent in the automotive group, has fallen to the insignificant total of 40 per cent.

Finally, the special character of the central business district is strikingly shown by the distribution of each kind of business among its inner and outer zones (Table 7). In this case, with rather an even numerical distribution of stores between the two zones (the inner with 1,572 and the outer with 1,143), the concentration of sales volume in the inner zone is from nearly 100 per cent in the case of the general merchandise group to well over 70 per cent for each of the food, apparel, furniture, restaurants, and drug store groups. In only one case is this condition reversed, namely, by the automotive group, of which over 78 per cent of the sales were recorded in the outer zone.

The Outlying Business Centers

The outlying business centers, in comparison to the central business district, possess a secondary character, both in combined concentration of retail sales and in average annual sales per store. By examining Table 8, it is evident that, with two minor exceptions (Centers 21 and 23), this secondary character of average annual sales per store applies individually to each outlying business center. Besides this outstanding characteristic, it is notable that these centers deviate from a total of 23 stores to 968 stores, with an average of 181 outlets; and deviate proportionally less in volume of

sales from \$1,133,000 to \$15,051,000 with an average of \$4,200,000.

The condition of the individual outlying business centers, as revealed by their subdivision into 9 kinds of business, is one of extreme diversity (Table 9). Although it is not the purpose of this presentation to give a detailed consideration of each center, a few of outstanding individuality may be noted. For example, there are: four centers with over 50 per cent of their individual business derived from sales in the food group (Centers 5, 15, 16, and 29); three other centers have from 50 to 70 per cent of their sales volume accounted for by the automotive group (Centers 6, 21, and 23); three centers derived a substantial proportion of their business from sales in the general merchandise group (Centers 4, 10, and 11) or in the apparel group (Centers 9, 10, 27, and 32); several other centers are as well represented in the furniture group (Centers 13, 17, 20, and 31); and restaurants are outstandingly represented in five centers (Centers 5, 20, 23, 24, and 30). In contrast, there is little concentration in the case of any individual center in such enterprise as filling stations and drug stores; and one-third of the centers, those not listed above, show little deviation from the average condition.

The Principal Business Thoroughfares

The general condition of the principal business thoroughfares is shown by Table 10. This tabulation reveals a ten-fold fluctuation from 13 to 121 stores, with a low average of 50 outlets per thoroughfare; whereas, there is a fifteen-fold deviation in volume of sales from \$287,000 to \$4,310,000 with an average of \$1,333,000 per thoroughfare. In addition, the large size of the individual outlets of these thoroughfares is manifest by an average of well over \$26,000; the widely spaced character of these stores is evidenced by their small number in relation to the length of these thoroughfares (Fig. 2); and the average store sales of two thoroughfares (H. and O.), over \$100,000 per outlet, is comparable to that of the central business district.

The individual condition of each principal business thoroughfare is shown by their allocation into 9 kinds of business (Table 11). Business thoroughfares of two types are indicated: six thoroughfares are outstandingly dominated by stores of the food group (Thoroughfares A, B, C, L, N, and Q); and four are dominated by automotive establishments (Thoroughfares E, H, J, and K). The dominance of these two kinds of business, as shown by the sales volume of these thoroughfares, amounts to from 50 to 80 per cent of their totals. Finally, in this connection, it is to be recalled that 67 per cent of the total sales recorded for all of these thoroughfares is derived from these two business groups. These conditions are the apparent outgrowth of heavy automobile traffic passing these establishments, which, with their wide spacing, offer ample parking space for vehicles, the passengers of which

either make convenience goods food purchases or buy automobiles and auto accessories.

The Community Business Areas

The retail trade of the community business areas, as shown by Table 13, possesses a marked degree of diversity. This condition is particularly pronounced for the number of stores per area, where a fifty-fold fluctuation is shown from a minimum of 73 (Area I) to a maximum of 3,905 (Area XIII). Likewise a forty-fold fluctuation is to be noted in volume of sales from a minimum of \$927,000 to a maximum of \$37,427,000 in the case of the same two areas. Finally, a somewhat similar, though less pronounced, condition is revealed by a nine-fold fluctuation in average sales per store. In this case there is a minimum of \$7,500 (Area XI) and a maximum of \$72,000 (Area X).

The condition of each community business area, when subdivided into 9 kinds of business, is shown by Table 13. The most striking fact revealed by this tabulation is the rather uniformly high proportion of business conducted by stores of the food group. From a high average of over 42 per cent of the combined volume of sales recorded for food stores, it is notable that for fifteen areas over 40 per cent of their business is of this kind. In only two cases does this proportion fall below 25 per cent (Areas VI and X), and in two other cases nearly 60 per cent of the volume of sales is of this kind (Areas IV and XIV). Outside of this primary dominance of food stores in most community business areas, there is a secondary concentration in three areas of sales in the automotive group (Areas I, VI, and VII), and one area in which the general merchandise group accounts for over 83 per cent of the combined volume of sales (Area X). Therefore, the retail trade of these community business areas, with minor exceptions, seems to fit the general description given for neighborhood business streets and isolated store clusters.

General Utility

With no attempt to forecast the use which may be made of intra-city business statistics, it is desirable to show that they apparently possess a broad foundation of usefulness. Only if a broad scope of usefulness ultimately can be established, it is likely that publication of intra-city business statistics will become a regular census feature.

Correlation studies of demographic and business data, rendered possible by intra-city tabulations, as shown here, should represent one basic form of usefulness. Such studies should indicate to retail

merchants, wholesalers, and manufacturers the likelihood of intra-city business expansion or contraction, and in either case condition their programs. Tabulations probably will be made available in composite form (as illustrated by Table 14), to the end that all or any portion of the business recorded for any community business area may be correlated with population data by the same census tract combination. In this way, individuals or business groups should be able to determine what portion or portions of the city, whether for convenience goods or for shopping goods, offers the best opportunity for the establishment of new retail stores.

Another form of usefulness should develop from analyses of business trends from Census to Census. By means of such investigations, retail merchants should be able to gauge the condition of individual stores in any specific portion of the city. General city-wide sales increases could be checked against local decreases, thereby indicating critical retail conditions either requiring remedial measures or withdrawal to more favored locations. Conversely, such deductions might indicate bright retail trade prospects, warranting increased sales effort.

Finally, in brief, the following additional uses might be made of intra-city business statistics: (1) to serve as a guide to both local and national advertisers in conducting sales promotion campaign; (2) to be of use to publishers of trade journals as the basis for promotional material and general market analysis articles; (3) to guide realtor activity, with particular reference to retail store location, sales, and rentals; (4) to aid public utilities in their programs of service expansion in relation to retail store demands; (5) to aid banks, insurance companies, and individual investors in evaluating real estate bonds; and (6) to aid in the evaluation of estates in legal settlement.

Conclusion

It is hoped that this publication may serve to supplement the present demand for intra-city business statistics and, at the same time, crystallize this demand into a practicable form. Just as during the past several decades there has been a growing demand for census tract population statistics, which statistics, to a limited extent, may become a regular, decennial census publication, so it seems reasonable to expect that eventually the present demand for intra-city business statistics may have a similar result. During this initial period, and until adequate demand may develop for statistics of this kind, any such tabulations undertaken by the Census, with the exception of these experimental examples, must be at local expense.

CITY OF PHILADELPHIA SHOWING RETAIL STRUCTURE

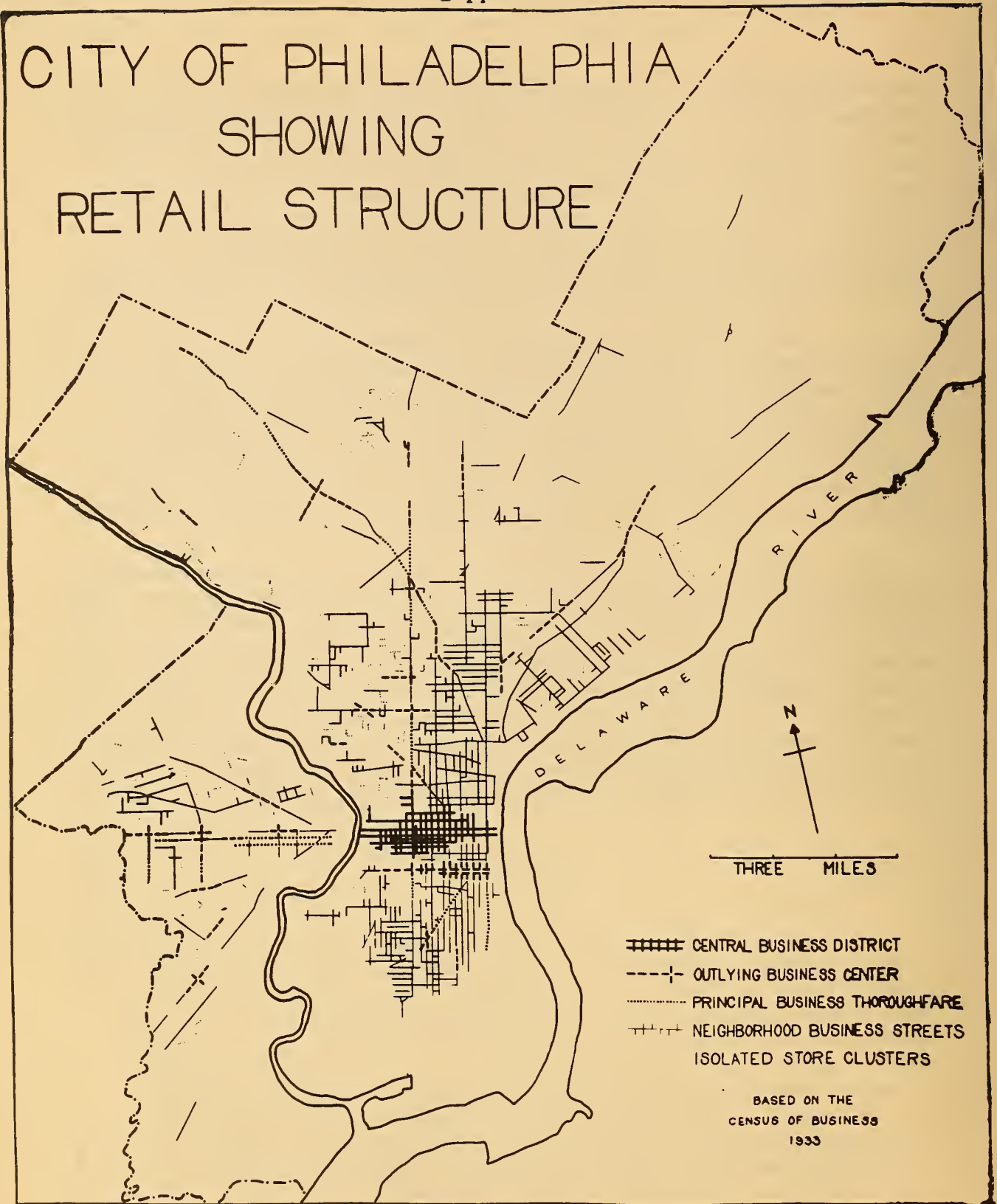


FIG. I

CITY OF PHILADELPHIA

SHOWING

INTRA-CITY BUSINESS AREAS

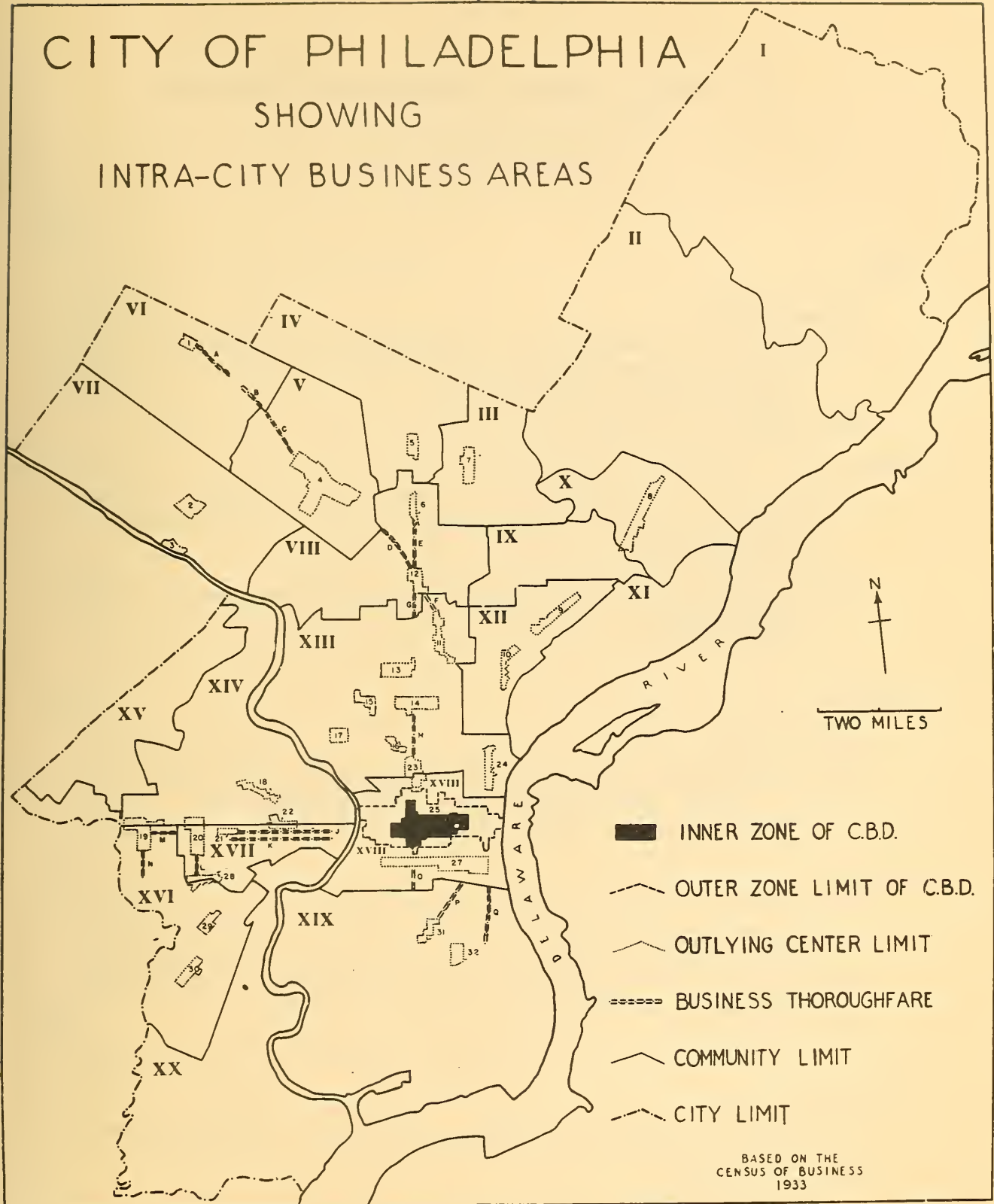


FIG. 2

THE BUSINESS AREAS OF PHILADELPHIA, PENNSYLVANIA

Community Business Areas

AREA I ---

City Limits

Delaware River

Holmesburg Ave., Frankford Ave., Pennypack Park, Pennsylvania R.R.,
Wilgus, Winchester Ave., Pennypack Park, Krewstown Ave.,
Unnamed street, Bloomfield Ave.

City Limits

AREA II ---

Bloomfield Ave., unnamed street, Krewstown Ave., Pennypack Park,
Winchester Ave., Wilgus, Pennsylvania R.R., Frankford Ave.,
Holmesburg Ave.

Delaware River

Foust extended (Ward Line), Foust, Cheltenham Ave., Roosevelt Blvd.,
Tacony Creek.

City Limits

AREA III ---

City Limits

Tacony Creek

West Wingohocking extended, West Wingohocking (Ward line)

N. 10th, Fishers Ave., unnamed street, Pennsylvania R.R., N. 9th
extended, N. 9th, Godfrey Ave., N. 5th.

AREA IV ---

City Limits

N. 5th, Godfrey Ave., N. 9th, Pennsylvania R.R., unnamed street,
Fishers Ave., N. 10th.

Duncannon Ave., Broad, Somerville Ave., Ogontz Ave., Lindley Ave.
or Logan St., Reading R.R., Wister, Stenton Ave.

City Limits

AREA V ---

Stenton Ave.

E. Wister, Reading R.R., E. Logan, Stenton Ave., Germantown Ave.,
Roberts Ave.,

Wissahickon Ave.

Ellett, Lincoln Dr., Sedgwick, Germantown Ave., Gorgas La.

AREA VI ---

Stenton Ave.

Gorgas La., Germantown Ave., Sedgwick, Lincoln Dr., Ellett.

Wissahickon Ave.

Northwestern Ave.

Community Business Areas (Cont.)

AREA VII ---

Wissahickon Ave.
School House Lane, Weightman
Schuylkill River
Northwestern Ave.

AREA VIII ---

Wissahickon Ave., Roberts Ave., (Ward line), Germantown Ave.,
Stenton Ave., Logan, Lindley Ave., Ogontz Ave., Somerville
Ave., Broad, Duncannon, N. 10th, W. Wingohocking.
Philip, Bristol, Philadelphia and Reading R.R., Sedgley Ave.,
N. 5th.
Allegheny Ave., N. 7th, Glenwood Ave., unnamed street, N. 9th,
W. Ontario, N. 13th, W. Clearfield, N. Park Ave., Sedgley
Ave., Indiana Ave., N. 17th, Westmoreland, N. 19th,
Allegheny Ave., N. 24th, Indiana Ave., N. 31st, W. Clear-
field, Hunting Park Ave., Ridge Ave., Pennsylvania R.R.
Schuylkill River, Weightman, School House Lane.

AREA IX ---

West Wingohocking, Ansbury, Ramona Ave. extended, Tacony Creek.
Frankford Creek.
Aramingo, Sepviva, E. Butler, Glenwood, F. St., Venango,
E. Tioga, B. St., Allegheny Ave., N. 5th.
Sedgley, N. 2nd, Bristol, N. Philip.

AREA X ---

Roosevelt Blvd., Cheltenham Ave., Foust extended.
Delaware River
Frankford Creek
Tacony Creek

AREA XI ---

Butler, Sepviva, Aramingo, Frankford Creek.
Delaware River
Delaware River
Frankford Ave., Trenton Ave., Lehigh Ave., Amber, Collins, Castor,
Coral.

AREA XII ---

Allegheny Ave., B. St., E. Tioga, F. St., Venango, Glenwood,
E. Butler.
Coral, Caster, Collins, Amber, Lehigh Ave., Trenton Ave., Frank-
ford Ave.
Girard Ave.
N. 6th, Germantown Ave., Dauphin, N. 4th, Huntingdon, N. 5th.

Community Business Areas (Cont.)

AREA XIII ---

Pennsylvania R.R., Ridge Ave., Hunting Park Ave., Clearfield,
N. 31st, Indiana Ave., N. 24th, Allegheny Ave., N. 19th,
Westmoreland, N. 17th, Indiana Ave., Sedgley Ave., Park
Ave., Clearfield, N. 13th, Ontario, N. 8th, unnamed st.,
Glenwood Ave., N. 7th, Allegheny Ave.
N. 5th, Huntingdon, N. 4th, Dauphin, Germantown Ave., N. 6th,
Girard Ave., Frankford Ave., Delaware River.
Vine, N. 5th, Green, Broad, Spring Garden, Philadelphia and
Reading R.R., Callowhill, Powelton Ave.
Schuylkill River

AREA XIV ---

Schuylkill River
Schuylkill River
Market, Cobbs Creek
City Ave., Morris Park, Lebanon, Haverford Ave., N. 68th, Cobbs
Creek Park, N. 66th, Vine, Daggett, Callowhill, N. 58th,
Girard Ave., N. 59th, Lancaster Ave., N. 52nd, Parkside.
Ave., Midvale Ave., Steinberg, Overbrook Ave., Neil Drive,
City Ave.

AREA XV ---

Neil Drive
Overbrook Ave., Steinberg, Midvale Ave., Parkside Ave., N. 52nd,
Lancaster Ave., N. 59th, Girard Ave., N. 58th, Callowhill,
Gross.
Race, Daggett, Vine, N. 66th, Callowhill, Cobbs Creek Park, N. 68th.
Haverford Ave., Lebanon, Cobbs Creek Park.
City Ave.

AREA XVI ---

Market
S. 55th, Pine, S. 54th, Baltimore Ave., S. 50th, Pennsylvania R.R.,
Kingsessing Ave., S. 46th, Paschall Ave., S. 53rd, Grays Ave.,
Gibson Ave.
S. 74th, Island Ave.
Cobbs Creek.

AREA XVII ---

Market
Schuylkill River
South, Spruce, Woodland Ave., S. 41st, Baltimore Ave., S. 45th,
Kingsessing Ave., Pennsylvania R.R., S. 50th, Baltimore Ave.
S. 54th, Pine, S. 55th.

Community Business Areas (Cont.)

AREA XVIII ---

Powelton Ave., Philadelphia and Reading R.R., Spring Garden,
N. Broad, Green, N. 6th, Vine.
Delaware River
Christian, S. 11th, Washington Ave., Grays Ferry Ave., Ellsworth,
Schuylkill River.

AREA XIX ---

Schuylkill River, Ellsworth, Grays Ferry Ave., Washington Ave.,
S. 11th, Christian.
Delaware River
Delaware River, Reserve Basin, Schuylkill River.

AREA XX ---

Baltimore Ave., S. 41st, Woodland Ave., Spruce, South,
Schuylkill River, Delaware River.
Bow Creek
Cobbs Creek, Dickens Ave., S. 80th, Alpha, Cobbs Creek, Island
Ave., S. 74th, Gibson Ave., Grays Ave., S. 53rd, Paschall
Ave., S. 46th, Kingsessing Ave., S. 45th.

Business Centers

CENTER 1

Rex Ave., Germantown Ave., Bethlehem Pike.
Ardleigh
E. Gravers Lane, West Gravers Lane.
Shawnee.

CENTER 2

Leverington Ave.
Lawnton.
Monastery Ave.
Mitchell

CENTER 3

Gay, Baker, Cotton.
Silverwood, Philadelphia and Reading R.R., Jamestown, Apple.
Walnut Lane
Schuylkill River

CENTER 4

Washington Lane
Baynton, Herman, Baynton, Philadelphia and Reading R. R., Armat,
Lena, Penn, Wakefield.
E. Wister, Germantown Ave., Manheim.
Greene, School House Lane, Morris, W. Price, Marion, Rittenhouse,
McCallum, Harvey, McCallum.

Business Centers (Cont.)

CENTER 5

Champlost
Park Ave.
Tabor Rd., Broad, Olney Ave.
N. 15th.

CENTER 6

Windrim Ave.
Old York Rd.
Belfield Ave.
Wyoming Ave., N. Carlisle

CENTER 7

Grange
N. 4th.
Duncannon
N. Fairhill, Tabor Rd., N. 6th, Elkins Ave., N. Fairhill.

CENTER 8

Bridge, Frankford Ave., Brill.
Darrah, Orthodox, Hedge, Unity, Paul, Ruan, Salem.
Torresdale Ave., Worrell.
Romain, Adams, Griscom.

CENTER 9

E. Ontario
Jasper
E. Somerset
D. St., Cambria, Indiana Ave., F. St., Potter.

CENTER 10

W. Cumberland, A. St., Potter, Huntingdon.
Jasper, Arizona, Emerald, E. Fletcher, Coral, Abigail, Amber,
Front.
Berks
Hope

CENTER 11

Glenwood Ave.
N. 10th, Indiana, N. 9th, Cambria, N. Hutchinson, Lehigh, N. 9th,
Cadwalader, N. 8th, York, N. 7th.
Dauphin.
N. 8th, Germantown Ave., Boston, Delhi, Cumberland, Warnock,
Tucker, N. 11th, Silver, Warnock, Cambria, N. 11th.

Business Centers (Cont.)

CENTER 12

W. Butler
N. 13th, W. Tioga, Old York Rd.
W. Ontario
N. Broad, Venango, N. 15th.

CENTER 13

Dauphin, Broad, York
Park Ave., Susquehanna Ave., Broad
Diamond
N. 20th.

CENTER 14

Montgomery Ave.
N. 10th.
Oxford, Broad, Jefferson, N. 15th, Oxford
N. 17th.

CENTER 15

Berks, N. 24th, Montgomery
N. 21st.
Jefferson, N. 22nd, Turner, N. 23rd, Columbia
N. 25th.

CENTER 16

Girard Ave.
N. 17th, Poplar, N. 16th, Parrish, N. 15th.
Brown
N. 16th, Reno, Frances, Leland, N. 19th.

CENTER 17

Thompson
N. 26th.
Poplar
N. 29th.

CENTER 18

Parrish
Brooklyn, Brown, Holly, Aspen, Olive, Fairmount Ave., Wiota,
Wallace, N. 40th, Mt. Vernon, Union, Haverford Ave.,
N. 39th.
Brandywine, Sloan, Warren
N. 40th, Haverford Ave., Preston, Warren, N. 42nd, Aspen,
N. 43rd, Brown, N. 44th.

CENTER 19

Arch, Salford, Filbert, N. 58th, Filbert
N. 57th.
Market, S. 59th, Spruce, S. 61st, Ludlow
Cobbs Creek Pkwy., Market, Cobbs Creek, Market, N. 63rd.

Business Centers (Cont.)

CENTER 20

Arch
N. & S. 51st.
Pine
S. 53rd, Ludlow, N. & S. 54th.

CENTER 21

Ludlow
S. 46th.
Sansom
S. 49th.

CENTER 22

Powelton Ave., Sloan, Filbert.
N. & S. 37th.
Ludlow
S. 41st, Market, Preston.

CENTER 23

Fairmount Ave.
Broad, Melon, N. 13th, Ridge Ave., N. 12th, Nectarine, N. 13th.
Philadelphia and Reading R.R.
Broad, Spring Garden, N. 15th.

CENTER 24

Wilkey, N. 2nd, Wilkey.
Germantown Ave., Hancock, Green, New Market.
Callowhill
N. American, N. Bodine.

CENTER 25 (Outer zone of Central Business District)

Race, N. 17th, Pearl, N. 16th, Philadelphia and Reading R.R.,
Broad, Callowhill, N. 13th, Philadelphia and Reading R.R.,
N. 12th, Spring, N. 10th, Callowhill, N. 9th, Vine,
N. Franklin, Race, N. 2nd, Arch, Delaware Ave., Market.
Delaware River.
Chestnut, Front, Granite, S. 2nd, Delancey, S. American, Walnut,
S. 8th, Orange, S. Darien, Spruce, S. Juniper, Pine, Broad,
Spruce, S. 18th, Rittenhouse, S. 21st, Chancellor, S. 22nd,
Walnut, S. 24th, Ludlow, S. 24th, Pennsylvania R.R.
Baltimore and Ohio R.R.

Business Centers (Cont.)

CENTER 26 (Inner zone of the Central Business District)

Market, N. 16th, Pennsylvania Blvd., N. 15th, Vine, Watts, Cherry,
N. Juniper, Arch, N. 8th, Appletree, N. 7th, Arch.
N. & S. 5th, Chestnut, S. 7th, Moravian, S. 8th.
Walnut, S. 12th, Chancellor, S. 13th, Irving, Watts, Spruce,
Broad, Manning, S. 15th, Walnut.
S. 18th.

CENTER 27

Lombard
S. Front
Fitzwater, S. 4th, Fulton, S. 5th, Fitzwater, Passyunk Ave.,
Fitzwater, S. 10th, Bainbridge
S. 20th.

CENTER 28

Catherine
S. 49th, Florence
S. 50th, Willows, S. 51st, Malcom, S. 52nd, Whitby, S. 54th,
Thomas Ave., Angora
S. 54th.

CENTER 29

S. 54th
Allman, Regent, S. 56th, Kingsessing Ave.
S. 58th.
Springfield Ave., S. 55th, Trinity

CENTER 30

S. 61st.
Woodland Ave., S. 62nd, Paschall Ave., S. 63rd, Saybrook.
S. 66th.
Greenway Ave.

CENTER 31

Dickinson
S. 10th, Tasker, S. 11th, Moore, S. 12th.
Mifflin St.
S. Juniper, Moore, S. 13th, Morris, S. 12th.

CENTER 32

Mifflin
S. 6th.
Moyamensing Ave., Wolf
S. 8th.

Principal Business Thoroughfares

Thoroughfare A.

Germantown Ave. from Mermaid Lane at 7700 to Gravers Lane at 8400.

Thoroughfare B.

Germantown Ave. from Sedgwick at 7000 to Gowen Ave. at 7400.

Thoroughfare C.

Germantown Ave. from Washington Lane at 6300 to Carpenters Lane at 6900.

Thoroughfare D.

Germantown Ave. from Butler at 3800 to N. 20th at 4400.

Thoroughfare E.

Broad from Butler at 3800 to Courtland at 4600.

Thoroughfare F.

Germantown Ave. from Clearfield at 3100 to Ontario at 3400.

Thoroughfare G.

Broad from Indiana Ave. at 3000 to Ontario at 3400.

Thoroughfare H.

Broad from Fairmount Ave. at 700 to Oxford at 1600.

Thoroughfare J.

Chestnut from 3200 to 4600.

Thoroughfare K.

Walnut from 3200 to 4700.

Thoroughfare L.

S. 52nd from Pine at 400 to Catherine at 700.

Thoroughfare M.

Chestnut from 5400 to 5900.

Thoroughfare N.

S. 60th from Spruce at 300 to Catherine at 700.

Thoroughfare O.

S. Broad from Bainbridge at 700 to Washington Ave. at 1100.

Thoroughfare P.

E. Passyunk Ave. from Christian at 900 to Dickinson at 1500.

Thoroughfare Q.

S. 2nd from Christian at 900 to Mifflin at 1900.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY BUSINESS CENSUS STATISTICS

TABLE 1.--STORES, PERCENT OF STORES, SALES, PERCENT OF SALES,
AND AVERAGE SALES PER STORE, BY KINDS OF BUSINESS

Kind of Business	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
<u>CITY TOTAL</u>	29,373	100.0	\$655,449	100.0	\$22.3
Food stores	11,906	40.5	161,764	24.7	13.5
Automotive group	1,147	3.9	46,760	7.1	40.8
Filling stations	1,012	3.4	13,548	2.1	13.4
General merchandise group	885	3.0	169,882	25.8	192.0
Apparel group	2,986	10.2	68,762	10.5	23.0
Furniture-household group	849	2.9	23,359	3.6	27.5
Lumber-building-hardware group	873	3.0	16,007	2.4	18.3
Restaurant group	3,932	13.4	55,557	8.5	14.1
Drug stores	1,415	4.8	20,064	3.1	14.2
Other retail stores	4,368	14.9	79,746	12.2	18.3

NOTE: The small variation between the above totals and the totals previously published for Philadelphia, Pennsylvania, amounting to less than one-tenth of one per cent, is accounted for by inadequate addresses rendering impossible the areal allocation of certain schedules, and central office schedules for which local addresses were not given.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY BUSINESS CENSUS STATISTICS

TABLE 2.--STORES, PERCENT OF STORES, SALES,
AND PERCENT OF SALES, BY KINDS OF INTRA-CITY AREA

Kind of Intra-city area	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	29,373	100.0	\$655,449	100.0
Central Business District	2,715	9.2	244,933	37.4
Outlying Business Centers	5,449	18.6	125,742	19.2
Principal Business Thoroughfares	813	2.8	21,327	3.3
Community Business Areas	20,396	69.4	263,447	40.1

NOTE: The distribution of these intra-city business areas is shown by figure 2. The data for the community business areas exclude that of the other three city business area types.

Census of Business
Retail Distribution: 1935INTRA-CITY
BUSINESS CENSUS STATISTICS

Philadelphia, Pa.

TABLE 3.--CENTRAL BUSINESS DISTRICT, OUTLYING BUSINESS CENTERS, PRINCIPAL BUSINESS THOROUGHFARES,
COMMUNITY BUSINESS AREAS -- STORES, PERCENT OF STORES, SALES, PER CENT OF SALES,
AND AVERAGE SALES PER STORE, BY KINDS OF BUSINESS

Kind of Business	TOTAL FOR CITY					TOTAL FOR CENTRAL BUSINESS DISTRICT				
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
All kinds of business	29,373	100.0	\$655,449	100.0	\$22.3	2,715	100.0	\$244,933	100.0	\$90.2
Food stores	11,906	40.5	161,764	24.7	13.6	294	10.8	9,270	3.8	31.5
Automotive group	1,147	3.9	46,760	7.1	40.8	57	2.1	4,429	1.8	77.7
Filling stations	1,012	3.4	13,548	2.1	13.4	18	.7	299	.1	16.6
General merchandise group	885	3.0	169,882	25.8	192.0	43	1.6	121,509	49.6	2825.8
Apparel group	2,986	10.2	68,762	10.5	23.0	660	24.3	43,476	17.8	65.9
Furniture-household group	849	2.9	23,359	3.6	27.5	153	5.6	8,157	3.3	53.3
Lumber-building-hardware group	873	3.0	16,007	2.4	18.3	64	2.4	2,458	1.0	38.4
Restaurant group	3,932	13.4	55,557	8.5	14.1	576	21.2	20,803	8.5	36.1
Drug stores	1,415	4.8	20,064	3.1	14.2	81	3.0	5,052	2.1	62.4
Other retail stores	4,368	14.9	79,746	12.2	18.3	769	28.3	29,480	12.0	38.3

Kind of Business	TOTAL FOR OUTLYING BUSINESS CENTERS					TOTAL FOR PRINCIPAL BUSINESS THOROUGHFARES				
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
All kinds of business	5,449	100.0	\$125,742	100.0	\$23.1	813	100.0	\$21,327	100.0	\$26.2
Food stores	1,589	29.1	35,508	28.2	22.3	279	34.4	4,922	23.1	17.6
Automotive group	201	3.7	16,263	12.9	80.9	80	9.8	9,472	44.4	118.4
Filling stations	81	1.5	1,458	1.2	18.0	48	5.9	1,149	5.4	23.9
General merchandise group	252	4.6	11,321	9.0	44.9	27	3.3	196	.9	7.3
Apparel group	1,170	21.4	18,526	14.7	15.8	57	7.0	312	1.5	5.5
Furniture-household group	303	5.6	9,024	7.2	29.8	31	3.8	1,022	4.8	33.0
Lumber-building-hardware group	189	3.5	3,346	2.7	17.7	37	4.6	634	3.0	17.1
Restaurant group	611	11.2	10,764	8.6	17.6	110	13.5	1,241	5.8	11.3
Drug stores	199	3.7	4,175	3.3	21.0	42	5.2	601	2.8	14.3
Other retail stores	854	15.7	15,357	12.2	18.0	102	12.5	1,778	8.3	17.4

Kind of Business	TOTAL FOR COMMUNITY BUSINESS AREAS (EXCLUDING ALL OTHER AREAS)				
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
All kinds of business	20,396	100.0	\$263,447	100.0	\$12.9
Food stores	9,744	47.8	112,064	42.6	11.5
Automotive group	809	4.0	16,596	6.3	20.5
Filling stations	865	4.2	10,642	4.0	12.3
General merchandise group	563	2.8	36,856	14.0	65.5
Apparel group	1,099	5.4	6,448	2.4	5.9
Furniture-household group	362	1.8	5,156	2.0	14.2
Lumber-building-hardware group	583	2.8	9,569	3.6	16.4
Restaurant group	2,635	12.9	22,749	8.6	8.6
Drug stores	1,093	5.3	10,236	3.9	9.4
Other retail stores	2,643	13.0	33,131	12.6	12.5

NOTE: The distribution of these intra-city areas is shown by Figure 2.

INTRA-CITY
BUSINESS CENSUS STATISTICS

TABLE 4.--KINDS OF BUSINESS GROUPS, BY INTRA-CITY AREAS -- STORES, PERCENT OF STORES, SALES, AND PERCENT OF SALES.

Kind of Intra-City Area	Food Stores				Automotive Group				Filling Stations			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	11,906	100.0	\$161,764	100.0	1,147	100.0	\$46,760	100.0	1,012	100.0	\$13,548	100.0
Central Business District	294	2.5	9,270	5.7	57	5.0	4,429	9.5	18	1.8	299	2.2
Outlying Business Centers	1,589	13.3	35,508	22.0	201	17.5	16,263	34.8	81	8.1	1,458	10.8
Principal Business Thoroughfares	279	2.3	4,922	3.0	80	7.0	9,472	20.3	48	4.7	1,149	8.5
Community Business Areas	9,744	81.9	112,064	69.3	809	70.5	16,596	35.4	865	85.4	10,642	78.5

Kind of Intra-City Area	General Merchandise Group				Apparel Group				Furniture Household Group			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	885	100.0	\$169,882	100.0	2,986	100.0	\$68,762	100.0	849	100.0	\$23,359	100.0
Central Business District	43	4.9	121,509	71.5	660	22.1	43,476	63.2	153	18.0	8,157	34.9
Outlying Business Centers	252	28.5	11,321	6.7	1,170	39.2	18,526	26.9	303	35.7	9,024	38.6
Principal Business Thoroughfares	27	3.1	196	.1	57	1.9	312	.5	31	3.7	1,022	4.4
Community Business Areas	563	63.5	36,856	21.7	1,099	36.8	6,448	9.4	362	42.6	5,156	22.1

Kind of Intra-City Area	Lumber-Building Hardware Group				Restaurant Group				Drug Stores			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	873	100.0	\$16,007	100.0	3,932	100.0	\$55,557	100.0	1,415	100.0	\$20,064	100.0
Central Business District	64	7.3	2,458	15.3	576	14.6	20,803	37.4	81	5.7	5,052	25.2
Outlying Business Centers	189	21.6	3,346	20.9	611	15.5	10,764	19.4	199	14.1	4,175	20.8
Principal Business Thoroughfares	37	4.2	634	4.0	110	2.8	1,241	2.2	42	3.0	601	3.0
Community Business Areas	583	66.9	9,569	59.8	2,635	67.1	22,749	41.0	1,093	77.2	10,236	51.0

Kind of Intra-City Area	Other Retail Stores			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	4,368	100.0	\$79,746	100.0
Central Business District	769	17.6	29,480	37.0
Outlying Business Centers	854	19.6	15,357	19.3
Principal Business Thoroughfares	102	2.3	1,778	2.2
Community Business Areas	2,643	60.5	33,131	41.5

NOTE: The distribution of these intra-city business areas is shown by Figure 2.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICS

TABLE 5.--INNER AND OUTER ZONES OF THE CENTRAL BUSINESS DISTRICT -- STORES,
PERCENT OF STORES, SALES, AND PERCENT OF SALES.

Area	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
Total for the Central Business District	2,715	100.0	\$244,933	100.0
Inner Zone of Central Business District	1,572	57.9	218,268	89.1
Outer Zone of Central Business District	1,143	42.1	26,665	10.9

NOTE: The inner and outer zones of the central business district are numbered 25 and 26 respectively on figure 2. For descriptions of their boundaries, refer by number to the boundary description list.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICS

TABLE 6.--INNER AND OUTER ZONES OF THE CENTRAL BUSINESS DISTRICT -- STORES,
PERCENT OF STORES, SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS

Kind of Business	TOTAL FOR CENTRAL BUSINESS DISTRICT				INNER ZONE OF CENTRAL BUSINESS DISTRICT			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	2,715	100.0	\$244,933	100.0	1,572	100.0	\$218,268	100.0
Food stores	294	10.8	9,270	3.8	160	10.2	6,651	3.0
Automotive group	57	2.1	4,429	1.8	11	.7	963	.4
Filling stations	18	.7	299	.1	--	--	--	--
General merchandise group	43	1.6	121,509	49.6	33	2.1	120,867	55.4
Apparel group	660	24.3	43,476	17.8	461	29.3	40,126	18.4
Furniture-household group	153	5.6	8,157	3.3	65	4.1	5,897	2.7
Lumber-building-hardware group	64	2.4	2,458	1.0	26	1.7	1,705	.8
Restaurant group	576	21.2	20,803	8.5	285	18.1	15,871	7.3
Drug stores	81	3.0	5,052	2.1	43	2.7	3,860	1.8
Other retail stores	769	28.3	29,480	12.0	488	31.1	22,328	10.2

Kind of Business	OUTER ZONE OF CENTRAL BUSINESS DISTRICT			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CITY TOTAL</u>	1,143	100.0	\$26,665	100.0
Food stores	134	11.7	2,619	9.8
Automotive group	46	4.0	3,466	13.0
Filling stations	18	1.6	299	1.1
General merchandise group	10	.9	642	2.4
Apparel group	199	17.4	3,350	12.6
Furniture-household group	88	7.7	2,260	8.5
Lumber-building-hardware group	38	3.3	753	2.8
Restaurant group	291	25.5	4,932	18.5
Drug stores	38	3.3	1,192	4.5
Other retail stores	281	24.6	7,152	26.8

NOTE: The inner and outer zones of the central business district are numbered 25 and 26 respectively on figure 2. For descriptions of their boundaries, refer by number to the boundary description list.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICS

TABLE 7.--KINDS OF BUSINESS GROUPS, FOR THE INNER AND OUTER ZONES OF THE CENTRAL BUSINESS DISTRICT -- STORES, PERCENT OF STORES, SALES, AND PERCENT OF SALES

Area	Food Stores				Automotive Group				Filling Stations			
	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales
Total for Central Business District	294	100.0	\$9,270	100.0	57	100.0	\$4,429	100.0	18	100.0	\$299	100.0
Inner Zone of Central Business District	160	54.4	6,651	71.7	11	19.3	963	21.7	--	--	--	--
Outer Zone of Central Business District	134	45.6	2,619	28.3	46	80.7	3,466	78.3	18	100.0	299	100.0

Area	General Merchandise Group				Apparel Group				Furniture Household Group			
	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales
Total for Central Business District	43	100.0	\$21,509	100.0	660	100.0	\$43,476	100.0	153	100.0	\$8,157	100.0
Inner Zone of Central Business District	33	76.7	120,867	99.5	461	69.8	40,126	92.3	65	42.5	5,897	72.3
Outer Zone of Central Business District	10	23.3	642	.5	199	30.2	3,350	7.7	88	57.5	2,260	27.7

Area	Lumber-Building - Hardware Group				Restaurant Group				Drug Stores			
	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales
Total for Central Business District	64	100.0	\$2,458	100.0	576	100.0	\$20,803	100.0	81	100.0	\$5,052	100.0
Inner Zone of Central Business District	26	40.6	1,705	69.4	285	49.5	15,871	76.3	43	53.1	3,860	76.4
Outer Zone of Central Business District	38	59.4	753	30.6	291	50.5	4,932	23.7	38	46.9	1,192	23.6

Area	Other Retail Stores			
	Number of Stores	Per Cent of Stores	Sales (add000)	Per Cent of Sales
Total for Central Business District	769	100.0	\$29,480	100.0
Inner Zone of Central Business District	488	63.5	22,328	75.7
Outer Zone of Central Business District	281	36.5	7,152	24.3

NOTE The inner and outer zones of the central business district are numbered 25 and 26 respectively on figure 2. For descriptions of their boundaries, refer by number to the boundary description list

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INTRA-CITY
BUSINESS CENSUS STATISTICSTABLE 8.--STORES, PERCENT OF STORES, SALES, PERCENT OF SALES,
AND AVERAGE SALES PER STORE, BY INDIVIDUAL OUTLYING BUSINESS CENTERS

Outlying Business Centers	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
<u>TOTAL</u>	5,449	100.0	\$125,742	100.0	\$23.1
1	35	.6	1,562	1.2	44.6
2	69	1.3	1,609	1.3	23.3
3	101	1.9	1,463	1.2	14.5
4	358	6.6	15,051	12.0	42.0
5	67	1.2	2,589	2.1	38.6
6	84	1.5	3,586	2.9	42.7
7	173	3.2	3,929	3.1	22.7
8	335	6.1	13,155	10.5	39.3
9	340	6.2	5,582	4.4	16.4
10	234	4.3	4,683	3.7	20.0
11	239	4.4	5,225	4.2	21.9
12	174	3.2	6,019	4.8	34.6
13	149	2.7	2,200	1.7	14.8
14	242	4.5	5,101	4.1	21.1
15	160	2.9	1,904	1.5	11.9
16	171	3.1	1,907	1.5	11.2
17	87	1.6	1,668	1.3	19.2
18	180	3.3	4,290	3.4	23.8
19	249	4.6	4,988	4.0	20.0
20	285	5.2	8,086	6.4	28.4
21	23	.4	2,774	2.2	120.6
22	82	1.5	1,486	1.2	18.1
23	52	1.0	3,439	2.7	66.1
24	142	2.6	1,402	1.1	9.9
27	968	17.8	13,873	11.0	14.3
28	69	1.3	2,719	2.2	39.4
29	67	1.2	1,133	.9	16.9
30	93	1.7	1,884	1.5	20.3
31	91	1.7	1,284	1.0	14.1
32	130	2.4	1,151	.9	8.9

NOTE: For the location of the above Centers, refer by number to Figure 2. Likewise the boundaries of each center are given in the accompanying boundary description list. Numbers 25 and 26 omitted from this tabulation, refer to the inner and outer zones of the central business district. For figure 2 see page 15

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BUSINESS CENSUS STATISTICS

TABLE 9.--INDIVIDUAL OUTLYING BUSINESS CENTERS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS

Kind of Business	Center # 1				Center # 2				Center # 3			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	35	100.0	\$1,562	100.0	69	100.0	\$1,609	100.0	101	100.0	\$1,463	100.0
Food stores	9	25.7	706	45.2	20	29.0	751	46.7	34	33.6	175	12.0
Automotive group	2	5.7	x	x	5	7.3	x	x	1	1.0	x	x
Filling stations	2	5.7	x	x	2	2.9	x	x	3	3.0	x	x
General merchandise group	3	8.6	37	2.4	2	2.9	x	x	3	3.0	174	11.9
Apparel group	6	17.1	89	5.7	15	21.7	216	13.4	18	17.8	135	9.2
Furniture-household group	--	--	--	--	2	2.9	x	x	6	5.9	80	5.5
Lumber-building-hardware group	1	2.9	x	x	6	8.7	79	4.9	4	4.0	215	14.7
Restaurant group	4	11.5	26	1.7	6	8.7	66	4.1	15	14.8	114	7.8
Drug stores	2	5.7	x	x	3	4.3	47	2.9	3	3.0	41	2.8
Other retail stores	6	17.1	413	26.4	8	11.6	45	2.8	14	13.9	468	32.0
Kind of Business	Center # 4				Center # 5				Center # 6			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	358	100.0	\$15,051	100.0	67	100.0	\$2,589	100.0	84	100.0	\$3,586	100.0
Food stores	91	25.4	4,454	29.6	20	29.8	1,396	53.9	15	17.8	548	15.3
Automotive group	25	7.0	2,743	18.2	3	4.5	144	5.6	17	20.2	1,340	51.3
Filling stations	9	2.5	159	1.1	4	6.0	32	1.2	3	3.6	x	x
General merchandise group	13	3.6	2,146	14.3	2	3.0	x	x	3	3.6	240	6.7
Apparel group	70	19.6	1,936	12.9	12	17.9	112	4.3	13	15.5	217	6.1
Furniture-household group	27	7.6	968	6.4	1	1.5	x	x	8	9.5	272	7.6
Lumber-building-hardware group	6	1.7	144	.9	4	6.0	149	5.8	2	2.4	x	x
Restaurant group	42	11.7	969	6.4	8	11.9	404	15.6	8	9.5	148	4.1
Drug stores	18	5.0	497	3.3	6	9.0	138	5.3	5	6.0	103	2.9
Other retail stores	57	15.9	1,035	6.9	7	10.4	81	3.1	10	11.9	181	5.0
Kind of Business	Center # 7				Center # 8				Center # 9			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	173	100.0	\$3,929	100.0	335	100.0	\$13,155	100.0	340	100.0	\$5,582	100.0
Food stores	42	24.3	1,301	33.1	84	25.1	3,222	24.5	90	26.5	1,242	22.3
Automotive group	6	3.5	67	1.7	17	5.1	3,494	26.6	7	2.1	100	1.8
Filling stations	6	3.5	89	2.3	8	2.4	143	1.0	4	1.2	x	x
General merchandise group	4	2.3	358	9.1	13	3.9	1,209	9.2	15	4.7	643	11.5
Apparel group	52	30.0	755	19.2	62	18.5	1,142	8.7	90	26.5	1,117	20.0
Furniture-household group	10	5.8	244	6.2	26	7.7	1,065	8.1	29	8.3	650	11.6
Lumber-building-hardware group	7	4.0	131	3.3	11	3.3	366	2.8	12	3.5	x	x
Restaurant group	13	7.5	141	3.6	43	12.8	1,050	8.0	29	8.5	666	11.9
Drug stores	8	4.6	221	5.6	12	3.6	461	3.5	9	2.6	197	3.5
Other retail stores	25	14.5	622	15.9	59	17.6	1,003	7.5	54	15.9	822	14.7

X--Withheld to avoid disclosure of individual operations.

NOTE. For the location of the above Centers, refer by number to Figure 2. Likewise the boundaries of each center are given in the accompanying boundary description list.

Numbers 25 and 26 omitted from this tabulation, refer to the inner and outer zones of the central business district.

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TABLE 9.--INDIVIDUAL OUTLYING BUSINESS CENTERS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS (Continued)

Kind of Business	Center # 10				Center # 11				Center # 12			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CENTER TOTAL</u>	234	100.0	\$4,683	100.0	239	100.0	\$5,225	100.0	174	100.0	\$6,019	100.0
Food stores	52	22.2	781	16.7	57	23.8	1,665	31.9	34	19.5	1,252	20.8
Automotive group	4	1.7	104	2.2	--	--	--	--	10	5.9	1,170	19.4
Filling stations	2	.9	x	x	2	.8	x	x	2	1.1	x	x
General merchandise group	13	5.6	667	14.2	14	5.9	781	14.9	5	2.9	354	5.9
Apparel group	69	29.5	1,061	22.7	68	28.5	1,025	19.6	49	28.2	842	14.0
Furniture-household group	19	8.1	478	10.2	22	9.2	481	9.2	8	4.6	318	5.3
Lumber-building-hardware group	9	3.8	x	x	7	2.9	x	x	4	2.3	x	x
Restaurant group	18	7.7	308	6.6	19	7.9	407	7.8	18	10.3	834	13.9
Drug stores	6	2.6	69	1.5	9	3.8	199	3.8	6	3.4	179	3.0
Other retail stores	42	17.9	984	21.0	41	17.2	428	8.2	38	21.8	923	15.3
Kind of Business	Center # 13				Center # 14				Center # 15			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CENTER TOTAL</u>	149	100.0	\$2,200	100.0	242	100.0	\$5,101	100.0	160	100.0	\$1,904	100.0
Food stores	52	34.9	997	45.3	76	31.4	1,822	35.7	63	39.4	957	50.3
Automotive group	3	2.0	x	x	11	4.5	113	2.2	1	.6	x	x
Filling stations	2	1.3	x	x	3	1.2	112	2.2	2	1.3	x	x
General merchandise group	5	3.4	117	5.3	7	2.9	269	5.3	10	6.3	285	15.0
Apparel group	12	8.1	60	2.7	45	18.6	493	9.6	26	16.3	223	11.7
Furniture-household group	9	6.0	433	19.7	5	2.1	24	.5	5	3.1	64	3.4
Lumber-building-hardware group	8	5.4	44	2.0	8	3.3	108	2.1	6	3.7	53	2.8
Restaurant group	20	13.4	204	9.3	37	15.3	590	11.6	19	11.9	153	8.0
Drug stores	11	7.4	125	5.7	13	5.4	223	4.4	6	3.7	48	2.5
Other retail stores	27	18.1	162	7.4	37	15.3	1,347	26.4	22	13.7	x	x
Kind of Business	Center # 16				Center # 17				Center # 18			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
<u>CENTER TOTAL</u>	171	100.0	\$1,907	100.0	87	100.0	\$1,668	100.0	180	100.0	\$4,290	100.0
Food stores	94	55.0	999	52.4	31	35.6	478	28.7	44	24.4	1,994	46.5
Automotive group	2	1.2	x	x	1	1.2	x	x	6	3.3	82	1.9
Filling stations	2	1.2	x	x	2	2.3	x	x	2	1.1	x	x
General merchandise group	9	5.3	247	13.0	5	5.7	167	10.0	13	7.2	373	8.7
Apparel group	16	9.3	157	8.2	19	21.8	218	13.1	39	21.7	420	9.8
Furniture-household group	6	3.5	50	2.6	3	3.5	241	14.4	10	5.6	246	5.7
Lumber-building-hardware group	3	1.7	19	1.0	3	3.5	79	4.7	7	3.9	x	x
Restaurant group	13	7.6	115	6.0	9	10.3	80	4.8	19	10.6	234	5.5
Drug stores	7	4.1	123	6.4	3	3.5	47	2.8	5	2.8	150	3.5
Other retail stores	19	11.1	129	6.8	11	12.6	336	20.1	35	19.4	682	15.9

X - Withheld to avoid disclosure of individual operations. NOTE: For the location of the above Centers, refer by number to Figure 2. Likewise the boundaries of each center are given in the accompanying boundary description list. Numbers 25 and 26 omitted from this tabulation refer to the inner and outer zones of the central business district.

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TABLE 9.--INDIVIDUAL OUTLYING BUSINESS CENTERS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS (Continued)

Kind of Business	Center # 19				Center # 20				Center # 21			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	249	100.0	\$4,988	100.0	285	100.0	\$8,086	100.0	23	100.0	\$2,774	100.0
Food stores	81	32.5	1,501	30.1	74	26.0	2,982	36.9	3	13.1	171	6.2
Automotive group	8	3.2	x	x	8	2.8	x	x	10	43.5	2,010	72.5
Filling stations	2	.8	x	x	2	.7	x	x	2	8.7	x	x
General merchandise group	11	4.4	418	8.4	6	2.1	x	x	--	--	--	--
Apparel group	51	20.5	948	19.0	68	23.8	x	x	--	--	--	--
Furniture-household group	14	5.6	x	x	23	8.1	1,056	13.1	--	--	--	--
Lumber-building-hardware	14	5.6	x	x	6	2.1	x	x	--	--	--	--
Restaurant group	27	10.9	550	11.0	39	13.7	1,037	12.8	5	21.7	46	1.7
Drug stores	9	3.6	182	3.6	11	3.9	x	x	1	4.3	x	x
Other retail stores	32	12.9	735	14.7	48	16.8	x	x	2	8.7	x	x
Kind of Business	Center # 22				Center # 23				Center # 24			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	82	100.0	\$1,486	100.0	52	100.0	\$3,439	100.0	142	100.0	\$1,402	100.0
Food stores	31	37.8	619	41.7	4	7.7	45	1.3	57	40.1	690	49.2
Automotive group	6	7.3	x	x	15	28.8	x	x	3	2.1	37	2.6
Filling stations	1	1.2	x	x	4	7.7	x	x	--	--	--	--
General merchandise group	4	4.9	143	9.6	--	--	--	--	18	12.7	107	7.6
Apparel group	5	6.1	x	x	--	--	--	--	19	13.4	179	12.8
Furniture-household group	1	1.2	x	x	--	--	--	--	3	2.1	19	1.4
Lumber-building-hardware	3	3.7	42	2.8	1	1.9	x	x	4	2.8	x	x
Restaurant group	11	13.4	167	11.2	15	28.8	x	x	22	15.5	177	12.6
Drug stores	3	3.7	54	5.7	2	3.9	x	x	2	1.4	x	x
Other retail stores	17	20.7	312	21.0	11	21.2	x	x	14	9.9	156	11.1
Kind of Business	Center # 27				Center # 28				Center # 29			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	968	100.0	\$13,873	100.0	69	100.0	\$2,719	100.0	67	100.0	\$1,133	100.0
Food stores	281	29.0	2,478	17.9	21	30.4	582	21.4	37	55.2	687	60.6
Automotive group	16	1.7	238	1.7	6	8.7	1,058	38.9	--	--	--	--
Filling stations	3	.3	x	x	3	4.4	86	3.2	2	3.0	x	x
General merchandise group	44	4.5	1,199	8.6	1	1.4	x	x	4	6.0	x	x
Apparel group	248	25.6	5,272	38.0	7	10.1	28	1.0	8	11.9	49	4.3
Furniture-household group	37	3.8	1,553	11.2	3	4.4	x	x	2	3.0	x	x
Lumber-building-hardware	31	3.2	x	x	2	2.9	x	x	3	4.5	x	x
Restaurant group	118	12.2	1,197	8.6	6	8.7	194	7.1	3	4.5	32	2.8
Drug stores	24	2.5	264	1.9	4	5.8	x	x	3	4.5	27	2.4
Other retail stores	166	17.2	x	x	16	23.2	586	21.6	5	7.4	x	x

X - Withheld to avoid disclosure of individual operations.

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TABLE 9.--INDIVIDUAL OUTLYING BUSINESS CENTERS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS (Continued)

Kind of Business	Center # 30				Center # 31				Center # 32			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
CENTER TOTAL	93	100.0	\$1,884	100.0	91	100.0	\$1,284	100.0	130	100.0	\$1,151	100.0
Food stores	23	24.7	605	32.1	22	24.1	102	7.9	47	36.2	305	26.5
Automotive group	1	1.1	x	x	5	5.5	13	1.0	2	1.5	x	x
Filling stations	--	--	--	--	2	2.2	x	x	--	--	--	--
General merchandise group	4	4.3	x	x	4	4.4	x	x	16	12.3	104	9.0
Apparel group	23	24.7	328	17.4	23	25.3	176	13.7	37	28.5	373	32.4
Furniture-household group	6	6.4	31	1.6	11	12.1	218	17.0	7	5.4	63	5.5
Lumber-building-hardware group	5	5.4	84	4.5	7	7.7	50	3.9	5	3.8	150	13.0
Restaurant group	13	14.0	318	16.9	7	7.7	43	3.3	5	3.8	52	4.5
Drug stores	5	5.4	110	5.8	2	2.2	x	x	1	.8	x	x
Other retail stores	13	14.0	225	11.9	8	8.8	466	36.3	10	7.7	93	8.1

X - Withheld to avoid disclosure of individual operations

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TABLE 10.--STORES, PERCENT OF STORES, SALES, PERCENT OF SALES,
AND AVERAGE SALES PER STORE, BY PRINCIPAL BUSINESS THOROUGHFARES

Principal Business Thoroughfares.	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)	Principal Business Thoroughfares.	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
TOTAL	813	100.0	\$21,327	100.0	\$26.2	J	32	3.9	\$1,940	9.1	\$60.6
A	33	4.1	802	3.8	24.3	K	57	7.0	1,858	8.7	32.6
B	33	4.1	1,154	5.4	35.0	L	35	4.3	473	2.2	13.5
C	82	10.1	1,032	4.8	12.6	M	27	3.3	1,398	6.6	51.8
D	106	13.0	1,232	5.8	11.6	N	104	12.8	1,097	5.1	10.5
E	35	4.3	2,373	11.1	67.8	O	13	1.6	1,578	7.4	121.4
F	30	3.7	437	2.0	14.6	P	47	5.8	467	2.2	9.9
G	19	2.3	287	1.3	15.1	Q	121	14.9	889	4.2	7.4
H	39	4.8	4,310	20.3	110.5						

Note For the location of the above thoroughfares, refer by letter to figure 2. Likewise the limits set for each thoroughfare are given in the accompanying boundary description list

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BUSINESS CENSUS STATISTICSTABLE 11.--PRINCIPAL BUSINESS THOROUGHFARES -- STORES, PERCENT OF STORES, SALES,
AND PERCENT OF SALES, BY KINDS OF BUSINESS

Kind of Business	Thoroughfare A.				Thoroughfare B.				Thoroughfare C.			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
THOROUGHFARE TOTAL	33	100.0	\$802	100.0	33	100.0	\$1,154	100.0	82	100.0	\$1,032	100.0
Food stores	17	51.5	631	78.7	12	36.4	760	65.9	28	34.1	631	61.1
Automotive group	2	6.1	x	x	1	3.0	x	x	4	4.9	16	1.6
Filling stations	2	6.1	x	x	--	--	--	--	3	3.6	12	1.2
General merchandise group	1	3.0	x	x	3	9.1	81	7.0	1	1.2	x	x
Apparel group	2	6.1	x	x	1	3.0	x	x	12	14.6	47	4.6
Furniture-household group	--	--	--	--	3	9.1	x	x	3	3.7	x	x
Lumber-building-hardware group	--	--	--	--	1	3.0	x	x	4	4.9	59	5.7
Restaurant group	5	15.1	47	5.9	6	18.2	57	4.9	9	11.0	67	6.5
Drug stores	1	3.0	x	x	1	3.0	x	x	8	9.8	85	8.2
Other retail stores	3	9.1	3	.4	5	15.2	97	8.1	10	12.2	50	4.8

Kind of Business	Thoroughfare D.				Thoroughfare E.				Thoroughfare F.			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
THOROUGHFARE TOTAL	106	100.0	\$1,232	100.0	35	100.0	\$2,373	100.0	30	100.0	\$437	100.0
Food stores	36	34.0	535	43.4	1	2.8	x	x	2	6.7	x	x
Automotive group	2	1.9	x	x	11	31.4	1,905	80.3	2	6.7	x	x
Filling stations	3	2.8	x	x	10	28.6	336	14.2	1	3.3	x	x
General merchandise group	9	8.5	60	4.9	--	--	--	--	--	--	--	--
Apparel group	11	10.3	127	10.3	--	--	--	--	4	13.3	9	2.1
Furniture-household group	5	4.7	98	8.0	--	--	--	--	1	3.3	x	x
Lumber-building-hardware group	4	3.8	52	4.2	1	2.9	x	x	3	10.0	74	16.9
Restaurant group	14	13.2	106	8.6	7	20.0	79	3.3	8	26.7	90	20.6
Drug stores	4	3.8	x	x	1	2.9	x	x	2	6.7	x	x
Other retail stores	18	17.0	182	14.6	4	11.4	16	.7	7	23.3	211	48.3

Kind of Business	Thoroughfare G.				Thoroughfare H.				Thoroughfare J.			
	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
THOROUGHFARE TOTAL	19	100.0	\$287	100.0	39	100.0	\$4,310	100.0	32	100.0	\$1,940	100.0
Food stores	2	10.5	x	x	1	2.6	x	x	8	25.0	316	16.3
Automotive group	3	15.8	x	x	20	51.3	3,373	78.3	7	21.9	1,180	60.8
Filling stations	1	5.2	x	x	2	5.1	x	x	3	9.4	56	2.9
General merchandise group	--	--	--	--	--	--	--	--	--	--	--	--
Apparel group	--	--	--	--	--	--	--	--	1	3.1	x	x
Furniture-household group	--	--	--	--	2	5.1	x	x	1	3.1	x	x
Lumber-building-hardware group	1	5.3	x	x	--	--	--	--	1	3.1	x	x
Restaurant group	5	26.3	51	17.8	4	10.3	101	2.3	5	15.6	238	12.3
Drug stores	1	5.3	x	x	2	5.1	x	x	4	12.5	92	4.7
Other retail stores	6	31.6	93	32.4	8	20.5	105	2.4	2	6.3	x	x

Note. For the location of the above thoroughfares, refer by letter to figure 2. Likewise the limits set for each thoroughfare are given in the accompanying boundary description list. X - Withheld to avoid disclosure of individual operations.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICSTABLE 11.-- PRINCIPAL BUSINESS THOROUGHFARES-- STORES, PERCENT OF STORES, SALES,
AND PERCENT OF SALES, BY KINDS OF BUSINESS (Continued)

Kind of Business	Thoroughfare K.				Thoroughfare L.				Thoroughfare M.			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
THOROUGHFARE TOTAL	57	100.0	\$1,858	100.0	35	100.0	\$473	100.0	27	100.0	\$1,398	100.0
Food stores	10	17.6	243	13.1	14	40.0	244	51.6	4	14.8	15	1.1
Automotive group	10	17.5	941	50.6	2	5.7	x	x	7	25.9	1,160	83.0
Filling stations	6	10.5	175	9.4	1	2.8	x	x	6	22.3	140	10.0
General merchandise group	--	--	--	--	--	--	--	--	--	--	--	--
Apparel group	5	8.8	16	.9	3	8.6	x	x	--	--	--	--
Furniture-household group	4	7.0	72	3.9	2	5.7	x	x	--	--	--	--
Lumber-building-hardware group	1	1.8	x	x	3	8.6	95	20.1	--	--	--	--
Restaurant group	9	15.8	125	6.7	3	8.6	20	4.2	5	18.5	59	4.2
Drug stores	8	14.0	153	8.2	2	5.7	x	x	2	7.4	x	x
Other retail stores	4	7.0	x	x	5	14.3	24	5.1	2	11.1	x	x
Kind of Business	Thoroughfare N.				Thoroughfare O.				Thoroughfare P.			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
THOROUGHFARE TOTAL	104	100.0	\$1,097	100.0	13	100.0	\$1,578	100.0	47	100.0	\$467	100.0
Food stores	60	57.7	850	77.5	--	--	--	--	13	27.7	75	16.1
Automotive group	2	1.9	x	x	6	46.1	x	x	1	2.1	x	x
Filling stations	--	--	--	--	3	23.1	170	10.8	4	8.5	31	6.6
General merchandise group	6	5.8	16	1.5	--	--	--	--	2	4.3	x	x
Apparel group	8	7.7	37	3.4	--	--	--	--	1	2.1	x	x
Furniture-household group	3	2.9	x	x	--	--	--	--	5	10.7	x	x
Lumber-building-hardware group	7	6.7	58	5.3	--	--	--	--	3	6.4	25	5.4
Restaurant group	6	5.8	49	4.5	2	15.4	x	x	9	19.1	63	13.5
Drug stores	3	2.9	26	2.4	--	--	--	--	--	--	--	--
Other retail stores	9	8.6	34	3.1	2	15.4	x	x	9	19.1	14	3.0
Kind of Business	Thoroughfare Q.											
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales								
THOROUGHFARE TOTAL	121	100.0	\$889	100.0								
Food stores	71	58.7	502	56.5								
Automotive group	--	--	--	--								
Filling stations	3	2.5	x	x								
General merchandise group	5	4.1	28	3.1								
Apparel group	9	7.4	x	x								
Furniture-household group	2	1.7	x	x								
Lumber-building-hardware group	8	6.6	179	20.1								
Restaurant group	13	10.7	73	8.2								
Drug stores	3	2.5	21	2.4								
Other retail stores	7	5.8	12	1.3								

X - Withheld to avoid disclosure of individual operations.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICS

TABLE 12.--STORES, PERCENT OF STORES, SALES, PERCENT OF SALES,
AND AVERAGE PER STORE, BY COMMUNITY BUSINESS AREAS

Community Business Area	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)	Community Business Area	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Average Sales per Store (add 000)
TOTAL	20,396	100.0	\$263,447	100.0	\$12.9	XI	1,328	6.5	\$9,974	3.8	\$7.5
I	73	.4	927	.4	12.7	XII	1,660	8.1	15,857	6.0	9.6
II	885	4.3	15,242	5.8	17.2	XIII	3,905	19.1	37,427	14.2	9.6
III	567	2.8	8,261	3.1	14.6	XIV	1,402	6.9	20,081	7.6	14.3
IV	482	2.4	6,110	2.3	12.7	XV	501	2.5	7,116	2.7	14.2
V	612	3.0	10,221	3.9	16.7	XVI	1,141	5.6	15,501	5.9	13.6
VI	78	.4	1,883	.7	24.1	XVII	373	1.8	6,456	2.5	17.3
VII	353	1.7	4,156	1.6	11.8	XVIII	1,417	6.9	17,127	6.5	12.1
VIII	1,263	6.2	18,222	6.9	14.4	XIX	3,344	16.4	28,048	10.6	8.4
IX	329	1.6	3,758	1.4	11.4	XX	198	1.0	1,813	.7	9.2
X	485	2.4	35,287	13.4	72.8						

Note: These Community business area data exclude those of all other areas falling within their limits. For the location of the above areas, refer by roman numeral to Figure 2. Likewise the limits set for each area are given in the accompanying boundary description list.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICS

TABLE 13.--COMMUNITY BUSINESS AREAS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS

Kind of Business	AREA I				AREA II				AREA III			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
COMMUNITY TOTAL	73	100.0	\$927	100.0	885	100.0	\$15,242	100.0	567	100.0	\$8,261	100.0
Food stores	23	31.6	x	x	415	46.9	5,984	39.2	221	39.0	4,223	51.2
Automotive group	6	8.2	384	41.4	41	4.6	1,445	9.5	40	7.1	1,134	13.7
Filling stations	13	17.8	66	7.1	91	10.3	1,073	7.0	40	7.1	450	5.4
General merchandise group	2	2.7	x	x	22	2.5	3,353	22.0	11	1.9	41	.5
Apparel group	--	--	--	--	55	6.2	433	3.0	50	8.8	145	1.8
Furniture-household group	--	--	--	--	11	1.2	163	1.1	7	1.2	59	.7
Lumber-building-hardware group	3	4.1	x	x	22	2.5	188	1.2	20	3.5	260	3.1
Restaurant group	15	20.5	65	7.1	110	12.4	898	5.9	58	10.2	650	7.9
Drug stores	3	4.1	24	2.6	43	4.9	423	2.8	40	7.1	338	4.1
Other retail stores	8	11.0	75	8.1	75	8.5	1,262	8.3	80	14.1	961	11.6

NOTE: These Community business area data exclude those of all other areas falling within their limits. For the location of the above areas, refer by roman numeral to Figure 2. Likewise the limits set for each area are given in the accompanying boundary description list.

Census of Business
Retail Distribution: 1935

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INTRA-CITY
BUSINESS CENSUS STATISTICSTABLE 13.-- COMMUNITY BUSINESS AREAS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS (Continued)

Kind of Business	AREA IV				AREA V				AREA VI			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
COMMUNITY TOTAL	482	100.0	\$6,110	100.0	612	100.0	\$10,221	100.0	78	100.0	\$1,883	100.0
Food stores	226	46.8	3,578	58.6	312	51.0	5,612	54.9	28	35.9	388	20.6
Automotive group	22	4.6	100	1.6	34	5.5	1,016	10.0	14	17.9	499	26.5
Filling stations	66	13.7	875	14.3	40	6.5	561	5.5	7	9.0	x	x
General merchandise group	9	1.9	x	x	16	2.6	x	x	2	2.6	x	x
Apparel group	24	5.0	147	2.4	19	3.1	217	2.1	1	1.3	x	x
Furniture-household group	4	.8	x	x	4	.7	x	x	--	--	--	--
Lumber-building-hardware group	12	2.5	69	1.1	15	2.5	340	3.3	2	2.6	x	x
Restaurant group	31	6.4	448	7.4	58	9.5	572	5.6	9	11.5	124	6.6
Drug stores	35	7.3	527	8.6	46	7.5	538	5.3	6	7.7	106	5.6
Other retail stores	53	11.0	294	4.8	68	11.1	1,266	12.4	9	11.5	581	30.9
Kind of Business	AREA VII				AREA VIII				AREA IX			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
COMMUNITY TOTAL	353	100.0	\$4,156	100.0	1,263	100.0	\$18,222	100.0	329	100.0	\$3,758	100.0
Food stores	183	51.9	1,923	46.3	575	45.5	8,472	46.5	139	42.3	1,284	34.1
Automotive group	14	4.0	897	21.6	78	6.2	929	5.1	17	5.2	600	16.0
Filling stations	26	7.4	285	6.8	64	5.1	946	5.2	26	7.9	352	9.4
General merchandise group	4	1.1	x	x	31	2.4	243	1.3	11	3.3	49	1.3
Apparel group	6	1.7	12	.3	57	4.5	222	1.2	20	6.1	109	2.9
Furniture-household group	5	1.4	x	x	13	1.0	102	.6	5	1.5	73	1.9
Lumber-building-hardware group	9	2.5	98	2.3	48	3.8	974	5.4	11	3.3	338	9.0
Restaurant group	52	14.7	485	11.7	169	13.4	1,882	10.3	49	14.9	345	9.2
Drug stores	13	3.7	100	2.4	74	5.9	712	3.9	11	3.3	120	3.2
Other retail stores	41	11.6	260	6.3	154	12.2	3,740	20.5	40	12.2	488	13.0
Kind of Business	AREA X				AREA XI				AREA XII			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
COMMUNITY TOTAL	485	100.0	\$35,287	100.0	1,328	100.0	\$9,974	100.0	1,660	100.0	\$15,857	100.0
Food stores	225	46.4	3,085	8.7	736	55.4	5,066	50.8	799	48.1	7,622	48.1
Automotive group	19	3.9	108	.3	30	2.3	132	1.3	54	3.3	1,131	7.1
Filling stations	29	6.0	221	.6	31	2.3	286	2.9	47	2.8	375	2.4
General merchandise group	12	2.5	29,394	83.3	46	3.5	141	1.4	38	2.3	248	1.6
Apparel group	17	3.5	57	.2	64	4.8	296	3.0	80	4.8	387	2.4
Furniture-household group	12	2.5	368	1.0	18	1.4	100	1.0	37	2.2	809	5.1
Lumber-building-hardware group	17	3.5	978	2.8	44	3.3	1,356	13.6	40	2.4	378	2.4
Restaurant group	62	12.8	495	1.4	185	13.9	1,066	10.7	260	15.7	1,992	12.6
Drug stores	25	5.1	237	.7	40	3.0	290	2.9	64	3.9	514	3.2
Other retail stores	67	13.8	344	1.0	134	10.1	1,241	12.4	241	14.5	2,401	15.1

NOTE: These Community business area data exclude those of all other areas falling within their limits. For the location of the above areas, refer by roman numeral to Figure 2. Likewise the limits set for each area are given in the accompanying boundary description list.

X - Figures withheld to avoid disclosure.

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

INTRA-CITY
BUSINESS CENSUS STATISTICSTABLE 13.-- COMMUNITY BUSINESS AREAS -- STORES, PERCENT OF STORES,
SALES, AND PERCENT OF SALES, BY KINDS OF BUSINESS (Continued)

Kind of Business	AREA XIII				AREA XIV				AREA XV			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales	Per Cent of Sales
COMMUNITY TOTAL	3,905	100.0	\$37,427	100.0	1,402	100.0	\$20,081	100.0	501	100.0	\$7,116	100.0
Food stores	1,808	46.3	18,104	48.4	650	46.4	12,311	61.3	256	51.1	3,559	50.0
Automotive group	131	3.4	1,972	5.2	63	4.5	1,190	5.9	32	6.4	1,049	14.7
Filling stations	95	2.4	1,230	3.3	64	4.6	x	x	38	7.5	674	9.5
General merchandise group	134	3.4	518	1.4	37	2.6	265	1.3	14	2.8	170	2.4
Apparel group	255	6.6	1,446	3.9	64	4.6	567	2.8	27	5.4	156	2.2
Furniture-household group	79	2.0	975	2.6	24	1.7	259	1.3	4	.8	58	.8
Lumber-building-hardware group	117	3.0	1,604	4.3	42	3.0	588	2.9	11	2.2	257	3.6
Restaurant group	483	12.4	3,927	10.5	182	13.0	1,611	8.1	42	8.4	493	6.9
Drug stores	189	4.8	1,503	4.0	93	6.6	768	3.8	38	7.6	530	7.5
Other retail stores	614	15.7	6,148	16.4	183	13.0	x	x	39	7.8	170	2.4

Kind of Business	AREA XVI				AREA XVII				AREA XVIII			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
COMMUNITY TOTAL	1,141	100.0	\$15,501	100.0	373	100.0	\$6,436	100.0	1,417	100.0	\$17,127	100.0
Food stores	575	50.4	7,643	49.3	127	34.0	2,889	44.9	499	35.2	x	x
Automotive group	59	5.2	1,707	11.0	17	4.6	198	3.1	60	4.2	1,071	6.2
Filling stations	63	5.5	767	4.9	14	3.8	249	3.9	47	3.3	670	3.9
General merchandise group	28	2.4	324	2.1	3	.8	x	x	37	2.6	972	5.7
Apparel group	58	5.1	380	2.5	32	8.6	242	3.8	63	4.5	493	2.9
Furniture-household group	18	1.6	245	1.6	5	1.3	244	3.8	51	3.6	887	5.2
Lumber-building-hardware group	33	2.9	562	3.6	3	.8	x	x	41	2.9	734	4.3
Restaurant group	110	9.6	1,014	6.6	79	21.2	1,369	21.3	315	22.2	2,270	13.3
Drug stores	80	7.0	827	5.3	30	8.0	531	8.2	71	5.0	686	4.0
Other retail stores	117	10.3	2,032	13.1	63	16.9	607	9.4	233	16.5	x	x

Kind of Business	AREA XIX				AREA XX			
	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales	Number of Stores	Per Cent of Stores	Sales (add 000)	Per Cent of Sales
COMMUNITY TOTAL	3,344	100.0	\$28,048	100.0	198	100.0	\$1,813	100.0
Food stores	1,846	55.2	14,818	52.8	101	51.0	805	44.4
Automotive group	67	2.0	779	2.8	11	5.6	255	14.1
Filling stations	51	1.5	550	2.0	13	6.6	82	4.5
General merchandise group	101	3.0	902	3.2	5	2.5	x	x
Apparel group	206	6.2	1,117	4.0	1	.5	x	x
Furniture-household group	63	1.9	727	2.6	2	1.0	x	x
Lumber-building-hardware group	84	2.5	642	2.3	9	4.5	x	x
Restaurant group	342	10.2	2,900	10.3	24	12.1	142	7.8
Drug stores	181	5.4	1,329	4.7	11	5.6	133	7.3
Other retail stores	403	12.1	4,284	15.3	21	10.6	306	16.9

Note: These Community business area data exclude those of all other areas falling within their limits. For the location of the above areas, refer by roman numeral to Figure 2. Likewise the limits set for each area are given in the accompanying boundary description list.

X Figures withheld to avoid disclosure

Census of Business
Retail Distribution: 1935

Philadelphia, Pa.

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BUSINESS CENSUS STATISTICS

TABLE 14.-STORES AND SALES, BY COMMUNITY BUSINESS AREAS SUBDIVIDED INTO CENTRAL BUSINESS DISTRICT, OUTLYING BUSINESS CENTERS, AND PRINCIPAL BUSINESS THOROUGHFARES, FOR BUSINESS GROUPS
(Sales Expressed in Thousands of Dollars)

Kind of Intra-City Area	City Total		Food Stores		Automotive Group		Filling Stations		General Merchandise Group		Apparel Group		Furniture Household Group		Lumber-Building Hardware Group		Restaurant Group		Drug Stores		Other Retail Stores		
	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores		
CITY TOTAL	29,373	\$655,449	11,906	\$161,764	1,147	\$46,760	1,012	\$13,548	885	\$169,892	2,986	\$68,762	849	\$23,359	873	\$16,007	3,932	\$55,557	1,415	\$20,064	4,368	\$79,746	
Community Area	I	73	23	384	6	384	13	66	2	1	--	--	--	--	3	1	15	66	3	24	8	75	
Community Area	II	885	15,242	415	5,964	41	1,445	91	1,073	22	3,353	55	453	11	163	22	188	110	898	43	423	75	1,262
Community Area	III	740	12,190	263	5,524	46	1,201	46	539	15	399	102	900	17	303	27	391	71	791	48	559	105	1,583
Center	7	173	3,929	42	1,301	6	67	6	89	4	358	52	755	10	244	7	131	13	141	8	221	25	622
Remainder of	III	567	8,261	221	4,223	40	1,134	40	450	11	41	50	145	7	59	20	280	58	650	40	338	80	961
Community Area	IV	549	8,699	246	4,974	25	244	70	907	11	178	36	259	5	27	16	218	39	852	41	665	60	375
Center	5	67	2,589	20	1,396	3	144	4	32	2	2	12	112	1	1	4	149	8	404	6	138	7	81
Remainder of	IV	482	6,110	226	3,578	22	100	66	875	9	1	24	147	4	1	12	69	31	448	35	527	53	294
Community Area	V	1,052	26,304	431	10,697	63	3,775	52	732	30	2,237	101	2,200	34	1,041	25	543	109	1,608	72	1,120	135	2,351
Center	4	358	13,051	91	4,454	25	2,743	9	159	13	2,146	70	1,936	27	968	6	144	42	569	18	497	57	1,035
Thoroughfare	C	82	1,032	28	631	4	16	3	12	1	1	12	47	3	3	4	59	9	67	8	85	10	50
Remainder of	V	612	10,221	312	5,612	34	1,016	40	561	16	1	19	217	4	1	15	340	58	572	46	538	68	1,266
Community Area	VI	179	5,401	66	2,485	19	776	11	303	9	125	10	10	3	3	4	45	24	254	10	199	23	1,094
Center	1	35	1,568	9	706	2	2	2	2	3	37	6	89	--	--	1	1	4	26	2	2	6	413
Thoroughfare	A	33	802	17	631	2	2	2	2	1	1	2	2	--	--	--	--	5	47	1	1	3	3
Remainder of	VI	33	1,154	12	760	1	1	--	--	3	81	1	1	3	3	1	1	6	57	1	1	5	97
Community Area	VII	523	7,228	237	2,850	20	1,148	31	371	9	318	39	363	13	160	19	392	73	665	19	188	63	773
Center	2	69	1,609	20	751	5	2	2	2	2	15	15	216	2	2	6	79	6	66	3	47	8	45
Thoroughfare	B	101	1,463	34	1,176	1	1	3	2	3	174	18	135	6	80	4	215	15	114	3	41	14	468
Remainder of	VII	353	4,156	183	1,923	14	897	26	285	4	1	6	12	5	5	9	98	52	485	13	100	41	260
Community Area	VIII	1,681	31,719	663	10,822	121	5,875	83	1,406	48	897	130	1,408	34	790	60	1,229	221	3,100	91	1,057	230	5,135
Center	6	84	3,586	15	548	17	1,840	3	2	3	240	13	217	8	272	2	2	8	143	5	103	10	181
Thoroughfare	D	174	6,019	34	1,282	10	1,170	2	2	5	354	49	842	8	318	4	52	18	834	6	179	38	923
Remainder of	VIII	1,066	1,232	36	535	2	2	3	3	9	60	11	127	5	96	4	52	14	106	4	4	18	182
Community Area	IX	35	2,373	1	1,905	11	1,905	10	336	--	--	--	--	--	--	1	1	7	79	1	1	4	93
Center	8	19	287	2	2	3	2	1	1	31	--	--	--	--	--	1	1	5	51	1	1	6	93
Thoroughfare	E	163	18,222	575	9,472	78	929	64	946	31	243	57	222	13	102	48	274	169	1,852	74	712	154	3,740
Remainder of	IX	1,328	9,974	736	5,066	30	132	31	236	46	141	64	296	18	100	44	1,356	185	1,066	40	290	134	1,241
Community Area	X	329	3,758	139	1,284	17	600	26	352	11	49	20	109	5	73	11	338	49	345	11	120	40	488
Center	9	820	48,442	309	6,307	36	3,602	37	364	25	30,603	79	1,199	38	1,433	28	1,344	105	1,545	37	698	126	1,347
Thoroughfare	F	335	13,155	84	3,222	17	3,494	8	143	13	1,209	62	1,142	26	1,065	11	366	43	1,050	12	461	59	1,005
Remainder of	X	485	35,287	225	3,085	19	1,08	29	221	12	29,394	17	57	12	368	17	973	62	495	25	237	67	344
Community Area	XI	1,328	9,974	736	5,066	30	132	31	236	46	141	64	296	18	100	44	1,356	185	1,066	40	290	134	1,241
Center	10	234	5,582	90	1,282	7	100	4	2	16	643	90	1,117	29	650	12	1	307	2,956	79	780	337	4,207
Thoroughfare	G	340	5,582	90	1,282	7	100	4	2	16	643	90	1,117	29	650	12	1	307	2,956	79	780	337	4,207
Remainder of	XI	1,660	15,657	799	7,622	54	1,131	47	375	38	248	80	387	37	809	40	378	260	1,992	64	514	241	2,401

X--Withheld to avoid disclosure of individual operations. NOTE: The distribution of these intra-city areas is shown by Figure 2. Community business areas, comprising combinations of Census Tracts, are designated by roman numerals; the Central Business District (#25 and #26), and the outlying business centers by Arabic numbers; and the principal business thoroughfares by capital letters. Refer to the accompanying boundary description list for the limits of each area.

TABLE 14.—STORES AND SALES BY COMMUNITY BUSINESS AREAS SUBDIVIDED INTO CENTRAL BUSINESS DISTRICT,
OUTLYING BUSINESS CENTERS, AND PRINCIPAL BUSINESS THOROUGHFARES FOR BUSINESS GROUPS (Continued)
(Sales Expressed in Thousands of Dollars)

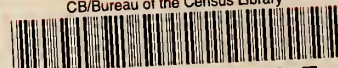
Kind of Intra-City Area	City Total		Food Stores		Automotive Group		Filling Stations		General Merchandise Group		Apparel Group		Furniture Household Group		Lumber-Building Hardware Group		Restaurant Group		Drug Stores		Other Retail Stores	
	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales	Number of Stores	Sales
Community Area Center 11 13 14 15 16 17 18 19 20 22 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000	\$5,196	\$64,343	2,243	\$25,829	198	\$7,884	114	\$1,592	202	\$2,491	464	\$5,810	135	\$2,844	159	\$2,219	642	\$6,164	246	\$2,374	803	\$9,134
	11	239	5,225	1,997	5	113	2	112	14	781	68	1,025	22	453	7	44	19	407	9	199	41	428
	13	149	2,200	997	3	113	2	112	14	781	68	1,025	22	453	7	44	19	407	9	199	41	428
	14	242	5,101	76	11	113	3	112	7	269	43	495	5	24	6	108	37	590	13	223	37	1,347
	15	160	1,904	63	957	1	1	2	10	268	26	223	6	64	6	53	19	133	6	48	22	347
	16	171	1,907	94	999	2	2	2	9	247	16	157	6	60	3	19	13	113	7	123	19	139
	17	181	1,668	31	478	1	1	2	5	167	19	218	3	241	3	79	9	60	3	47	11	356
	23	32	2,762	2	2	14	2,316	3	5	167	19	218	3	241	3	79	9	60	3	47	11	356
	24	142	1,402	37	690	2	3	3	18	107	19	179	3	19	2	22	8	320	2	2	3	3
	25	30	437	2	2	2	2	1	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	26	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	27	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	28	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	29	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	30	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	31	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	32	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	33	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	34	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	35	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	36	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	37	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
	38	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211
39	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
40	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
41	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
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43	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
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47	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
48	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
49	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
50	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
51	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
52	39	4,310	1	2	2	2	2	1	9	4	9	1	1	3	74	8	90	2	2	7	211	
53	39	4,310	1	2																		

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Proudfoot, Malcolm J.

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